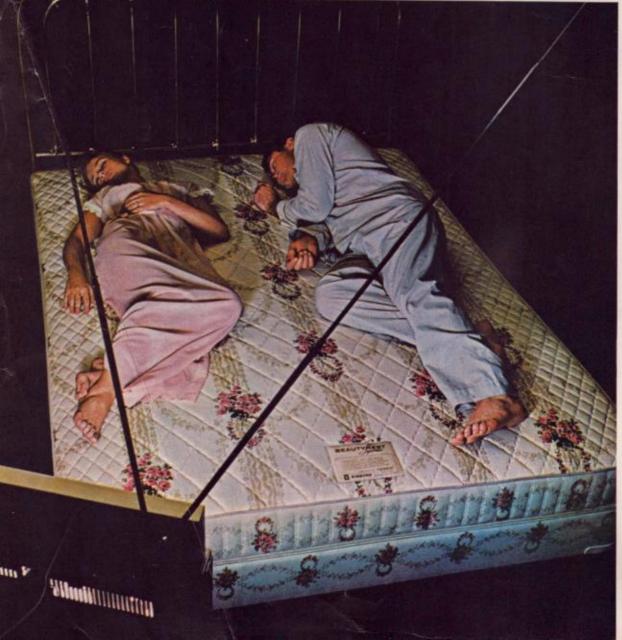
'In Cold Blood' is filmed on scene of the crime

NIGHTMARE



Three weeks ago the Joneses gave up the late show



They bought a new Queen-size Beautyrest Supreme.

Comedians, weather reports or moves haven't a chance against this irrespective, better-than-ever Beautyrest double bed. It gives 20% more stretch-out space than your small, old-fashioned kind. But that's only half the story.

Between you and famous Beautyrest coils.
Simmons has placed a luxurious scale cushioning called Simflex*. Simflex seatly molds itself to your body—bodyantly cradles you over the firm coils below. It's like floating on air!

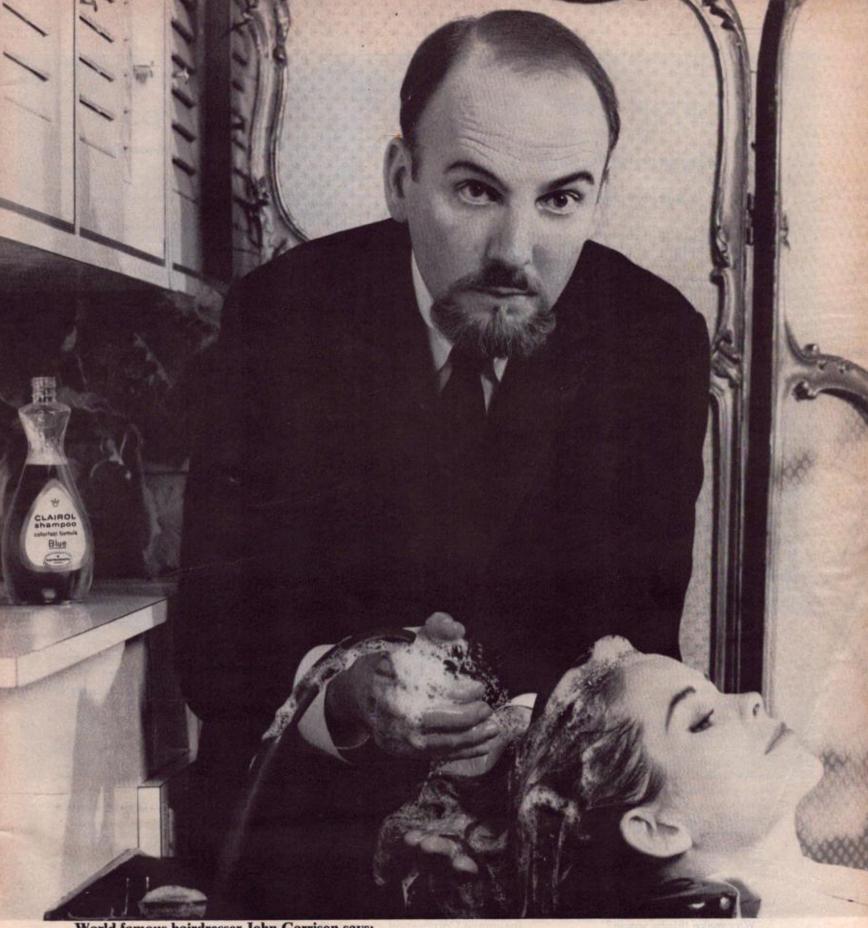
But the big difference in Beautyrest comfort still comes from its patented coil construction. Other mattresses have coils tied together so they sag down together. The Queen-size Beautyrest has almost 1,000 separate coils. All free to do what your body wants. No matter how you shift, roll or dig in—you get flexibly firm support. From head to toe. And because coils are separate, both sleepers enjoy separate, single-bed comfort in this new double bed. No collisions!

More news. Now, every beautiful
Beautyrest cover has exclusive Sani-Seal*
protection against growth of germs, mildew

The Queen-size Beautyrest Supreme set costs only \$239.50* (mattress and box spring). Other Beautyrests as low as \$79.50*. In your choice of regular firm or extra firm models.

Free: "How to Buy a Mattress" booklet. Write Simmons Co., Merchandise Mart, Chicago, Illinois 60654.

BEAUTYREST BY SIMMONS



World-famous hairdresser John Garrison says:

"Use an ordinary shampoo on hair color? Not in my salon!"

Ask your own hairdresser

"Ordinary shampoos could fade the shade, spoil the delicate color...and that's looking for trouble!" says John Garrison. "Get special Clairol Shampoo. It's colorfast. Won't change hair color. What's more, it's gentle. Leaves hair really clean, but won't wash natural shine out."

Two unique formulas: Clairol Blue for all blonde shades. Clairol Green for all red, brown, black shades.

Clairol® Shampoo, the colorfast formula won't change hair color.





If you need competitive bids to get your car fixed...maybe you need a new insurance company

MIC thinks it's a waste of your time to get competitive bids. We think it's bad enough your car is damaged. Why make things worse?

Why make things worse?

So we simplify. When you have a claim, you just take your car to any Chevrolet or Pontiac dealer.

Or a Buick, Olds or Cadillac dealer. Or any reliable repair shop.

That's all you do—and Motors Insurance Corporation arranges the repairs. Saves you time and trouble.

Service like this doesn't cost you a penny extra. MIC's rates are

competitive.

And you can buy our insurance from over 10,000 licensed insurance agents at General Motors dealers in the U.S. and Canada.* Stop in and find out; insurance can be convenient.

*Available only on time purchases in Mass., Mich., Ohio, N.Y., Ontario and Quebec.





EDITORS' NOTE

CONTENTS

OPINION AND COMMENT

Editorials	4
The right to answer dissent	
When city bites newspaper, that's news	
Reviews	8-20
Book: A Man Called Lucy by Pierre Accoce and Pierre Quet, reviewed by H. Montgomery Hyde	
Movie: Two for the Road with Audrey Hepburn and	
Albert Finney, reviewed by Richard Schickel	
Great Society: highway beautification program, reviewed by Lawrence S. Hall	
Letters to the Editors	32
THE WEEK'S NEWS AND FEATURES	-
Roar of the Vehicular Revolution	34
The wild shapes and functions of a new generation	
of conveyances aimed at moving people faster, cheaper and in larger numbers. Photographed by	
John Dominis. Mass transit vs. more highways.	
By Chris Welles	
On the Newsfronts of the World	44
King on display, ex-premier under arrest and May	
Day panorama in Moscow. After II6 years, a plump little Dutch prince	
The Presidency	46
More at home with the have-nots. By Hugh Sidey	
Close-Up	51
Barry Zorthian, America's on-the-scene explainer of the war in Vietnam	
Business	57
Out of slums into "instant homes" in 48 hours	
The World's Great Food Markets	64
Around the globe from wurst in Bavaria to	
breadfruit in Bangkok. Photographed by Gordon	
Parks. Departed glory of Les Halles. By Janet Flanner	
Sports	91
Pro soccer's bumpy, multilingual U.S. kickoff	
A Nightmare Lived Again	98
	30
With eerie reality, Truman Capote's In Cold Blood is filmed at the scene of the murders. Actors and	
townspeople felt squirrely. By Jane Howard	
Archaeology	107
Oldest paintings in the Americas—on the walls of	
a cave in Mexico	
The Individual, Part IV	112
Toward a Communal Society	
A way must be found to preserve the individual's	
values and to plan our goals as we work out a new social shape. By Daniel Bell	
Ballet	126
Nureyev and Fonteyn dance in the sensation of the	
season, Paradise Lost. How an arrogant idol builds	
his legend. By Clive Barnes	
Miscellany	134

COVER-STEVE SCHAPIRO 3-LEE BALTERMAN for FORTUNE 44, 45-NOVOSTI-HUBERT CAMPION 46, 46A-RIJKSVOORLICHTINGSDIENST, RUUD VAN DER LINDEN for ABC PRESTION BLACK STAR-PRINCE CLAUS OF THE NETHERLANDS. A.P. ANPFOTO 46B-GEOR SILK 51, 52, 54-CO RENTMESSER 55-RICHARD L. SWANSON from BLACK STAR 57, 5 ARTHUR SCHATZ 60-BOB GOMEL 52-PIERRE BOULAT 84-COMMISSION DU VIEUX PARTS 9 ARTHUR SCHATZ 92-FRED KAPLAN. LEE BALTERMAN 94-ARTHUR SCHAPTZ-LEE BALTE MAN 98-STEVE SCHAPIRO 99-RICHARD AVEDION 100, 101-STEVE SCHAPIRO 103-STEVE SCHAPIRO 103-STEVE SCHAPIRO 104-STEVE SCHAPIRO 107-LEE BALTE 111-JON BEENNELS 124-ERICH HARTMANN from MAGNUM 126, 127-DOMINIC-DOMINIC, RIWILSON, DOMINIC, REG WILSON 31 OF CAMERA PRESS from PIX 128-REG WILSON 316 CAMERA PRESS from PIX 128-REG WILSON 160 CAN

O 1967 TIME INC. ALL RIGHTS RESERVED. REPRODUCTION IN WHOLE OR PART WITHOUT WRITTEN PERMISSION IS STRICTLY PROHIBITED

May 12, 1967

LIFE is published weekly, except one issue at year end, by Tone Inc., 540 N. Michigan Ave., Chicass, Illinois 56(1): Proceedings of the Ricketetier Center, New York, N.Y. 10000; James A. Lines, President: D. M. Hundburgh, President: D. M. S. Seb-Burgh, President:

The Intellectuals' Intellectual

The article on the Communal Society on page 112 is the work of Daniel Bell, who was an editor on FORTUNE magazine for 10 years. When he quit in 1958, Henry Luce asked Bell for one good reason why he was leaving. "I gave him four," recalls Bell, "June, July, August and September." He was leaving journalism to become a full-time professor and have his summers free to think and to write.

Bell has done both with such success that he has come to be regarded as the intellectuals' intellectual. Hedley Donovan, Editor-in-Chief of Time Inc., was so impressed by the breadth and variety of Bell's talents that he once remarked: "If Bell were a corporation, there would have to be an antitrust action to break him up." In the last 15 years Bell has written six books

The End of Ideology and The Radical Right are two—and scores of magazine are ticles. He is now head of the sociology department at Columbia College as well as chairman of the American Academy of Arts and Sciences' Commission for the Year 2000, a group of 28 intellectuals who are trying to anticipate what life will be like at the turn of the century.

He was born in 1919 of Polish-Jewish immigrant parents. He spoke only Yiddish until he was 6, but then he learned English and by the time he was 11 he was reading three or four Frank Merriwells or Tom Swifts a day. Two years later his consumption was the same, but his tastes had switched to Karl Marx and John Stuart Mill. He joined



DANIEL BELL

the Young People's Socialist League, but refused to team up with the Communists when a faction of the Socialist party did. He became—and remains—"a socialist with a small 's." He graduated from high school at 16, earned his bachclor's degree in three years, joined the staff of *The New Leader* at 21 and the next year became the magazine's managing editor.

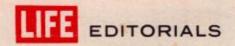
Bell is 48 now and has two children who seem to have inherited his academic bent. Jordy, 22, is at Columbia working on her Ph.D. in Renaissance history, one of the few subjects on which her father isn't an expert. "She shows a touch of the rebellious spirit," says Bell, "trying to find a topic on which her father can't give her a bibliography." His five-year-old son David wants to be a marine biologist—after he's had a short career as a professional baseball player.

Bell is not the ivory tower type and he enjoys baiting some of his colleagues who are. He invents social sciences with gobbledygook names like "neuro-sociology, the study of eumorphic behavior unmediated by cognitive or conscious processes," and laughs when they take them seriously. He describes another of his hobbies this way:

"Cooking is the perfect moral act, complete free will. You can put in as many herbs as you like. But in order to know what you've got, you must taste the consequences. And, too, there is that ambiguity, that potential for evil, because often there's someone without free will who must taste the consequences, too."

Bell has been on loan to the University of Chicago this year. When school ends, he'll take his family to Martha's Vineyard to begin to enjoy those "four good reasons."

George P. Hunt



The Right To Answer Dissent

General Westmoreland's flying trip to this country has been valuable in a way that could hardly have been predicted before he left Saigon. His appearance here has crystallized the thinking of many Americans on the whole matter of dissent.

As more and more Americans are killed in Vietnam and the tempo of the war increases, positions on both sides harden. There are some in this country who consider that any questioning of our aims or our methods in Vietnam shows a lack of patriotism.

In the first of his speeches here General Westmoreland spoke for his troops: "They are dismayed, and so am I, by recent unpatriotic acts here at home.... [The enemy] sees every protest as evidence of crumbling morale and diminishing resolve. Thus, discouraged by repeated military defeats but encouraged by what he believes to be popular opposition to our effort in Vietnam, he is determined to continue his aggression from the North. This, inevitably, will cost lives."

General Westmoreland was sharply criticized for his remarks about "unpatriotic acts," as if he called any dissent that—which he at least did not intend. To the general and to most people, such gestures as the burning of American flags are indeed "unpatriotic acts" and probably intended to be. The general said that the North Vietnamese "do not understand that American democracy is founded on debate." The North Vietnamese are condensated.

vinced that they defeated their French rulers not at Dienbienphu but in Paris.

We think that Ho Chi Minh makes a serious error in equating the French attitude of 1954 with the American expression of democracy today. But we cannot correct his error by changing the rules of our society. Nor can we stifle dissent because it might be misunderstood.

"We know that loyalty and love of country do not express themselves only in unanimity, but also in honest dissent and loyal criticism," says U.N. Ambassador Arthur Goldberg, who adds, "Our adversaries should not deceive themselves that such dissent is a sign of weakness—for in truth it is a sign of strength."

That many of the more flagrant showboating protests against the war add to our strength may be hard to tell the Marines. But a major strength of dissent is that it opens new avenues for dialogue, suggests alternatives to policies and provides the necessary testing of ideas that become the constantly evolving national consensus. The danger comes when either side ceases listening to the other and dismisses it with a label. That is happening more and more these days.

There are many thoughtful Americans who disagree with our being in Vietnam at all, who can't see where we're going, and who dislike some of the subterfuges the Administration has taken in trying to guide public opinion. They deserve to be heard without having their patriotism challenged. One of the most eloquent, Senator Mark Hatfield, has said, "The freedom to stand opposed to the government's policy . . . is not a privilege that can be withdrawn when the boat begins to rock. This freedom is the inherent and ultimate right of people in a democracy."

If the Administration and supporters of the war have a duty to hear out honest dissent, they also have the right and duty to be heard in defense of their own positions and to dissent from the dissenters.

Senator Gale McGee, an Administration supporter, asks, "Must those who oppose the government's policies desecrate the principles of free debate by accusing our leaders of tyranny? Must they reserve to themselves all wisdom? Why would they apply a double standard by refusing those who accept and agree with our government's policies, and therefore happen to disagree with the dissenters, equal accesto the public forum?"

If, as the President and the general-keep telling us, the war in Vietnam is going to be with us for years, the mental American political processes cannot be suppressed all that time, in the name of not encouraging Hanoi. The situation Vietnam is pretty sobering right was all just because nobody has any case answers, it's no time to rule out questions. In the months ahead the debate is going to be real; we just hope it is also going to be responsible.

When City Bites Newspaper, That's News

Oh, the sheer effrontery of it all! Just as though the publisher of the two hometown dailies didn't know what is best for Lynchburg, Va. on the question of race relations (keep the darkies in their place, that's what), a committee of 71 leading citizens of the white community has had the impudence to voice an objection.

It was an open letter, sent out recently to every household in the city of 55,000, decrying the racist policies of the jointly owned morning News and afternoon Daily Advance, which for years have rankled Lynchburg's Negro citizens. The signers represented the heart and sinews of the white community—doctors, lawyers, educators, businessmen and such normally compulsive non-troublemakers as the presidents of the Chamber of Commerce, the Retail Merchants Association and the Lynchburg Board of Realtors.

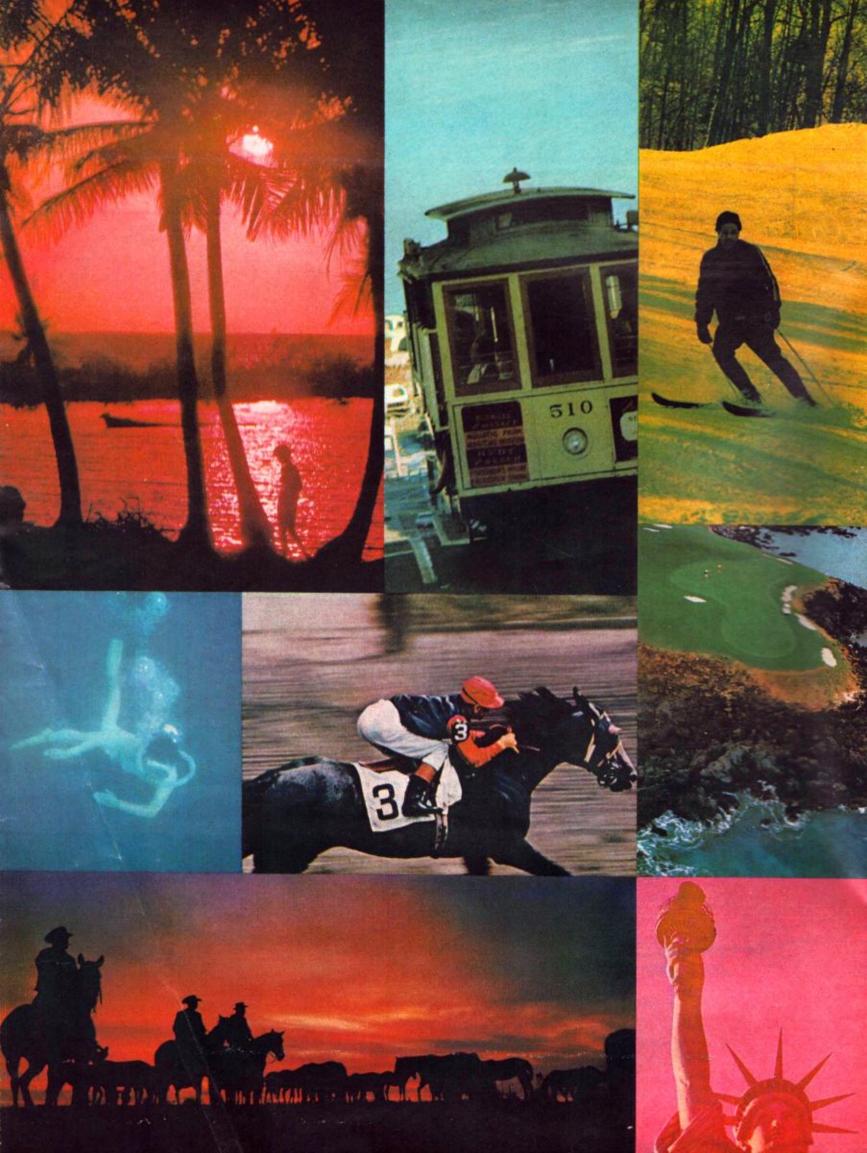
The newspapers are owned by the family of the late Senator Carter Glass, who was

Woodrow Wilson's Secretary of the Treasury, and run by the senator's grandson, Carter Glass III. His response to the letter. was an editorial, printed in both papers, letting it be known, by cracky, that he will continue to handle the news as he sees fit. Thus is the issue joined-and, as it bears on the question of freedom of the press, it calls to mind the celebrated ruling by Justice Oliver Wendell Holmes that the right of free speech gives no one the right to shout "Fire!" in a crowded theater. Indeed, given the temper of the times, Glass's editorial policies have amounted to quite a shout of "Fire!" and it was partly to head off a threatened mass protest against the newspapers by Lynchburg's Negroes that the civic leaders took their stand.

The way Glass sees fit to handle the news boils down to a simple formula. When a Negro dies, however prominent he may be, his family must take out a paid ad to get his obituary on record. A story of a crime committed by a Negro gets big play on page one. A note-worthy achievement by a Negro usually gets buried inside. In the case of a local Negro who recently was brought to trial for raping a white woman, the papers even achieved a scoop of sorts—by slanted coverage that in effect pronounced him guilty before the jury received the case.

Though Glass editorially denounced the letter as "scurrilous" and its signers as "frightened dupes," it was neither a hate-filled polemic nor the work of timid men. It was a reasoned appeal for fair play, praising Lynchburg's Negroes for their patience in the face of provocations, and asking, as an aid in developing a healthier racial climate in the city, that they be given prompt relief from the indignities heaped upon them by the Glass newspapers. Beyond that, the mere fact that it was written is heartening. Too bad Glass is so close to it that he cannot see.





Win a free vacation anywhere in Marlboro Country

25 FIRST PRIZES (*1,000 VACATION)

You can hula in Hawaii. Rub noses in Alaska. Go for broke in Vegas. There are lots of places to spend it in Marlboro Country.

200 SECOND PRIZES (*200 WEEKEND)

Take the little lady to a fancy resort in your neck of the woods. Or take the Presidential suite at the best hotel in town. Wine and dine. Laugh it up. Live it up.

5,000 THIRD PRIZES

This great travel companion is illustrated. Shows you



(MARLBORO ROAD ATLAS)

beautifully bound, handsomely the best way to get thereanywhere in Marlboro Country.

OFFICIAL RULES

Fill in the coupon below, or on a blank 3" x 5" sheet of paper, print your name and address. ENTRANTS MUST BE AT LEAST 21 YEARS OF AGE.

and address. ENTRANTS MUST BE AT LEAST 21 YEARS OF AGE.

2. Mail entry with a bottom panel from a pack or box of Mariboro cigarettes or a blank 3" x 5" sheet of paper on which you have hand printed the word MARLBORO in plain block letters. Address entries to Marlboro Country Vacation Sweepstakes, Box 666, Hicksville, New York 11802. Enter as often as you like. Each entry must be mailed separately, postmarked on or before June 15, 1967, and received no later than June 26, 1967. Void where prohibited or regulated by law. (Residents of Missouri enclose no proof of purchase or substitute therefor.)

3. Drawing will be held June 28, 1967, and winners will be notified on or about June 30, 1967. The 25 first prize winners will each receive \$1,000.00 in cash to pay for their vacation anywhere in Marlboro Country. The 200 second prize winners will each receive \$200.00 cash to pay for their weekend vacation anywhere in Marlboro Country. That includes all 50 states. (Winners may use the money for any purpose they wish.) The 5,000 third prize winners will each receive a Marlboro Country Road Atlas. Mariboro Country.

Mariboro Country.

The 5,000 third prize winners will each receive a Mariboro Country Road Atlas.

Country Road Atlas.

Anyone in the U.S.A. may enter except employees of Philip Morris Incorporated and its advertising agencies.



MARLBORO COUNTRY VACATION SWEEPSTAKES

Box 666, Hicksville, New York 11802

Yes! I want to win \$1,000 cash to pay for a vacation anywhere in Marlboro Country (and that includes all 50 states), or use any way I please. I have enclosed the bottom panel from a pack or box of Marlboro cigarettes, or the name MARLBORO hand printed in plain block letters on a blank, 3" x 5" sheet of paper.

Address City.

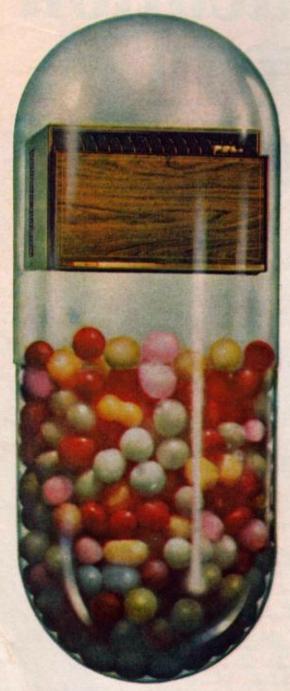
Dealer's Name

Come to where the Flavor is. Come to Marlboro Country.



For fast relief

from the discomfort of hot, muggy days and sweltering, sleepless nights...

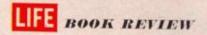


...take Chrysler Airtemp room air conditioning.* It's fortified with cooling power, ranging from 5,000 to 32,000 BTU's, that speeds continuous draft-free cooling comfort throughout your rooms. See your Airtemp dealer soon and enjoy that cool, comfortable "Airtemp Feeling."

*Contains Chrysler engineering.







Stalin Loved Lucy, the Greatest Spy of All

A MAN CALLED LUCY

by PIERRE ACCOCE and PIERRE QUET (Coward-McCann, Inc.) \$5.00

n the long history of espionage it is doubtful whether any other organization can match the network operated from Lucerne between 1939 and 1943 by one Rudolf Roessler (code name "Lucy"). He was a dedicated anti-Nazi, and in that period he fed the Russians secret intelligence material of supreme importance amounting in all to 12,000 typed pages. Roessler's achievements have been described by others, but never in such minute detail as in A Man Called Lucy, the original version of which, called The War Was Won in Switzerland, has been a huge success in Europe, Messieurs Accoce and Quet (or their translator) are no great stylists, but a mere recitation of the fascinating facts of "Lucy's" life (and their book is far more important than this) rides roughshod over any considerations of style or lack of it.

Professionals like Allen Dulles, who was working for OSS at this period in Switzerland, have expressed the most respectful admiration of Roessler. though they profess not to know exactly how Roessler did it. "By means which have not been ascertained to this day," Mr. Dulles has written, "Roessler in Switzerland was able to get intelligence from the German High Command in Berlin on a continuous basis, often less than 24 hours after its daily decisions concerning the Eastern Front were made." Actually, the time was sometimes less than 12 hours. On one occasion, when the German commander captured a Russian position, he found a copy of his own order of attack.

Not only was Roessler the most highly paid spy ever employed by the Russians—he received \$1,600 a month—but he was the only one, so far as is known, who refused to reveal the nature of his sources to his Soviet employers and got away with it.

Why did he do it, and how? By filling in much hitherto generally unknown background, the two French authors have increased our understanding of the "why," and they have also undertaken for the first time to tell how. Rudolf Roessler came from a conservative Bavarian middle-class Protestant family and left Germany for Switzerland with 10 marks in his pocket—all he was allowed to take out—when Hitler seized power. With the help of a Swiss journalist named Schnieper he set up

a publishing business in Lucerne which served him as cover when he began to spy. His source, the authors claim, was a group of 10 Wehrmacht officers, friends from his World War I days, pledged, no matter what their commitment to anti-Communism, to overthrow the Nazi tyranny. The authors have employed initials to refer to these officers, five of whom subsequently became generals, but it seems that their names are common knowledge in Germany today.

Malcolm Muggeridge, editor emeritus of Punch and an old hand at the spy game himself, advances the theory that cryptographers in England broke the German military ciphers and passed the intercepted messages to Roessler who retransmitted them to Moscow, Personally I discount this theory, as do Pierre Accoce and Pierre Quet.

can add one small point which has escaped the two authors' researches. When the Russians wake up to the supreme importance of Roessler's intelligence they signaled his radio operator, an Englishman named Alexander Foote, that any messages prefixed with the code letters VYRDO must be given topmost priority. Such a message followed, but Foste, who was feeling tired, asked if he could take it the following night. He was curtly told he must take it immediately. It was only after the war, when Foote went to Moscow and was closely questioned by his wartime bosses, that he realized that VYRDO meant "from Stalin personally,

After the war Roessler returned to his old life, with unhappy results. He was caught spying on West Germany for the Czechs and, though he pleaded that the reports he had been sending Prague had been extracted from technical publications to be bought in any bookshop, he got a year's imprisonment from the Swiss court. Worn out and impoverished, he died in 1958. He did not even leave enough money to pay for his funeral, the expenses of which were defrayed by an anonymous donor. Yet, judging by the results, the man called Lucy deserves to be remembered as the greatest spy of them all.

Mr. Hyde, a high-level British agent in World War II, wrote Cynthia and Room 3603, two true spy stories.

Clean and sweeten your home with Arm & Hammer Baking Soda

IT DEODORIZES AS IT CLEANS...IS PURE, EFFECTIVE AND VERY INEXPENSIVE



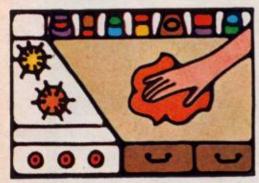
LIGHT DUTY CLEANING. Baking Soda's built-in "surface control" means it cleans effectively with no danger of scratching surfaces. Contains no harmful grit or bleach. Use as a scouring powder on wet cloth. For general cleaning mix ½ cup to a pail of water.



LAUNDRY. One-half cup of Arm & Hammer Baking Soda added to your regular soap or detergent gives you a fresher, sweeter wash. A natural deodorizer, Soda sweetens as it cleans. Especially effective for soaking and washing diapers. Excellent for hand laundering.



BATHROOM. Makes bathtub, sink, mirrors and metal fixtures sparkle. Cuts oil and film from shower curtain and hamper. Tiles gleam. Soda's "surface control" protects finishes. Sprinkle on damp cloth or sponge, or mix 3 tablespoons per quart of warm water.



KITCHEN. Use pure safe Soda to clean all surfaces where you prepare or store food. Shelves, counters, sink, stove, spice jars, vacuum bottles etc. Makes porcelain, enamel and tiles gleam. Sprinkle on damp cloth or use solution, 3 tbsp. Soda per quart warm water.



REFRIGERATOR and COFFEE POTS. Soda leaves no harmful chemicals. Recommended by manufacturers. Refrigerator is deodorized, sweetened. Coffee tastes fresher as Soda cuts tough film of oils. Sprinkle Soda on damp cloth and wipe. (Do not use on aluminum.)



GLASS and PLASTIC DINNERWARE. Crystal, cut glass, goblets and tumblers sparkle like sunshine. Absolutely safe. Cannot scratch. Excellent for cleaning plastics including dinnerware. Removes surface stains. Sprinkle Soda on damp cloth and rub.



BABY'S ROOM and PET AREAS. Wash baby's crib, high chair, etc. Wash pet's dishes and play areas. Use 3 tbsp. Baking Soda per quart warm water. ½ cup Soda will deodorize diaper pail. Neutralize sour odors by sprinkling dry Soda over offending objects.



AUTOMOBILES. Baking Soda cleans bugs and grime from windshields, chrome and headlights. Excellent on windows, interior plastic and ash trays. Sprinkle on wet sponge or mix 3 tbsp. per quart water. Soda snuffs out auto fires in seconds. Always keep handy.



IF YOU BELIEVE TODAY'S PRICES ARE HIGH, CHECK THE COST OF ARM & HAMMER BAKING SODA. IT IS TRULY A MONEY-SAVING MIRACLE PRODUCT.



We also make normal looking watches.

Girls. Are you bothered by dull, ordinary, run-of-the-mill wrists? Do fellas look at them and say, "ehh"?

Then you're probably wearing a wristwatch that looks just like a wristwatch. (We sell a lot of these ourselves. To women who merely expect the right time from a watch.) But for the more demanding girl, we offer this selection of, er, rather strange looking timepieces from \$17.95 to \$29.95.

Watches with the jeweled movements of stodgy expensive models; but with a lot more youth going for them. Wide strap watches. Safari watches with animal bands. Even a scuba diving watch, in case you'd like to go off the deep end now and then. We also make watches that look like charms, pendants, baubles, bangles and just about every other Caravelle piece of jewelry you can name. Except, of course, a watch. DIVISION OF BULOVA

Better ideas for sale at your Ford Dealer's now!



MUSTANG—America's #1 sport. The car they named a whole generation after. Mustang Sports Sprint sale now going on.



SELECTSHIFT—The transmission that works both as an automatic <u>and</u> as a manual. Another better idea available on Ford Motor Company cars.



FORD—The car that hurtles ski jumps, plunges over steeplechase courses, storms up and down the steep steps of the Los Angeles Coliseum—all to prove it is quieter because it is stronger, stronger because it is better built.



THUNDERBIRD—World's first personal luxury car. Now, more than ever, unique in all the world —in 2-door and 4-door models.



MAGIC DOORGATE—Opens like a door for people, folds down like a tailgate for cargo. Only from Ford.

Looking forward to 1968 ideas? Our 1967 cars have them now!

Many of the ideas your Ford Dealer has for sale, other dealers won't have until 1968, if then—and he's offering them to you right now. Ideas in luxury, ideas in riding comfort, ideas in high performance—all better ideas from Ford. See your Ford Dealer right away—prices were never better.

Now turn the page for another better idea!

(it could mean cash in your pocket tomorrow!)

This check can be of your present car

\$500? \$1000? \$2500? \$5000?

Find out at your Ford Dealer's

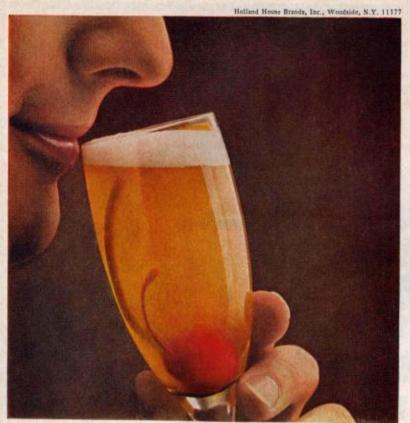
SAE, OO, O, O

worth the full value or light truck in cash!

- Take this check to your Ford Dealer's and find out on the spot if you are one of over 66,000 possible winners.
- Your Dealer will tell you the value of your present car or light truck to determine the amount of your prize.
- Then he'll run your check through a computer right in his showroom to see if you have won...5%...50%...even 100% of your car or light truck's cash value (up to \$5,000).
- If you are a winner, Ford Division will mail your cash prize direct to you!



IN CASH AWARDS
FROM FORD DIVISION.
NOTHING TO BUY. FORD





At left, two new mixes from Holland House: exciting Margarita from south of the border and Sip 'n Slim, the new low-calorie, sugar-free Whiskey Sour Mix.

Also regular Whiskey Sour, Duiquiri, Manhattan, Gimlet, Martini, Bloody Mary, Old-Fashioned, Sidecar, Collins and Mai Tal.

LIFE MOVIE REVIEW

Audrey Rides a Time Machine

TWO FOR THE ROAD

with Audrey Hepburn and Albert Finney

It is possible to describe Two for the Road as just another Audrey Hepburn picture. You know, a romantic comedy in which the star is dressed in beautiful and charming clothes, photographed against a series of beautiful and charming backgrounds, and placed in a succession of b. and c. situations which lead, ultimately, to her passage from the innocence of girlhood to the maturity of womanhood, It is a ritual for those of us who are, without quite knowing why, her devoted admirers.

But it is unfair to damn Two for the Road with cultish praise. It is considerably more than a mere vehicle and it is just barely possible that it is a turning point for the upper-class commercial movie. To begin with, Director Stanley Donen and Writer Frederic Raphael (who also wrote Darling) have sensibly noted that girls don't become women just because they are sexually awakened (overnight, as it were). The process takes considerably longer. And so they extend their examination of it through the young married stage on into that dangerously restless period when it appears that the growing children and the successful husbands no longer seem to need them.

The metaphor they have chosen for this purpose is apt. It is travel, in particular travel by car from the north of France to the south at holiday time. It is on these levely roads that Miss Hepburn, traveling with a busload of schoolgirls, meets her future mate, an angrily ambitious architectural student hitchhiking from one important building to the next, played with appealing ferocity by Albert Finney. It is to these roads they return each summer. The manner in which they do gives the clue to how things are going for them, while their adventures thereon provide the film's highest moments of comedy.

There is, for example, the ghastly trip with another young couple, who spoil everything with itineraries, budgets and the worst brat in motion picture history. And, of course, there's the first excursion with their own child, with the threat of a tantrum at every turning and the chasm of parental hysteria always yawning at road's edge. Finally, there's the sullen journey of two people who have just discovered that they know each other all too well and are trying to keep all the little angers such knowledge brings from balling into one great hig hate.

There is the truth of small universalities in these incidents, a kind of truth one does not always find in Miss Hepburn's films, and she has responded with just the right variations on her usual screen self, making us see really what that girl she has always played would be like five and 10 years later.

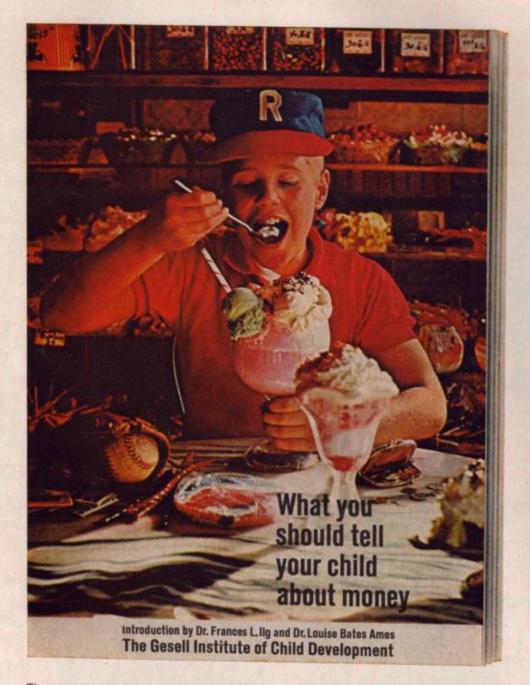
But the most hopeful thing of all is Donen's direction, which is worth a moment of serious consideration. The advantage the movies have always had over the stage is their ability to move freely, instantly, through the fourth dimension-time. The basic experiment undertaken by the modern directors-Bergman, Resnais, Antonioni and the rest-has been to extend radically this freedom. Their technique has been to break time into smaller and smaller fragments, the better to fling them at us in the random, free associational manner of our own unconscious minds. In the process they have created a new film style which has, up to now, frightened off American producers. The result has been a stylistic stiffness, a dull conventionality that grows increasingly annoying to eyes that have been retrained by the new stimuli available at the "art" houses,

t is to the credit of Mr. Donen and his backers that they were willing to attempt this new manner in an expensive film that cannot succeed without the backing of a mass audience. Fusing times past with time present, joyfully jumping around in his couple's history as the spirit moves him, Mr. Donen has abandoned all the conventions customarily employed to warn us that a flashback is coming. He simply throws the whole jumble on the screen and invites us to join the fun as Hepburn and Finney keep meeting their older, younger, different selves on the road. There is no sacrifice in clarity in these odd juxtapositions and there is much gain in surprise, suspense and humor, Mr. Donen has always been one of the truly stylish directors of light comedy, but here he has surpassed himself and in the process made it clearer than ever that the commercial film maker no longer has to be bound by the traditions of the past.

by Richard Schickel



FREE



The sooner your child learns how to manage money, the better.

Now a free book entitled, "What to Tell Your Child About Money," discusses subjects like: Allowances — how much and when. Teenagers and spending money. Part-time jobs. Summer jobs. Importance of a goal for saving. Charge accounts for teenagers. When and where to save.

With an introduction by two doctors from The Gesell Institute of Child Development, this 28-page book is packed with sound, helpful advice. Advice for today's problems of today's youth.

Your free copy is waiting for you at any of the Savings and Loan Associations listed to your right. They are all members of The Savings and Loan Foundation, Inc.

Pick up your free copy at any one of these Savings and Loan Associations.

INWA

ALGONA Home Federal Savings & Loan Ass'n

ANKENY

Scandia Savings & Loan Ass'n (Branch)

Home Federal Savings & Loan Ass'n of Harlan (Branch)

RETTENDORS

Citizens Federal Savings & Loan Ass'n (Branch)

Hawkeye Savings & Loan Ass'n

BURLINGTON

Burlington Federal Savings & Loan Ass'n Mississippi Valley Savings & Loan Ass'n

Cedar Falls Savings & Loan Ass'n First Federal Savings & Loan Ass'n

CEDAR RAPIDS

First Federal Savings & Loan Ass'n Perpetual Savings & Loan Ass'n

CHEROKEE

Sioux Valley Savings & Loan Ass'n

CLEAR LAKE

Clear Lake Federal Savings & Loan Ass'n

CLINTON Clinton Federal Savings & Loan Ass'n

COUNCIL BLUFFS Bluffs Savings & Loan Ass'n First Federal Savings & Loan Ass'n

CRESTON
First Federal Savings & Loan Ass'n

DAVENPORT

Citizens Federal Savings & Loan Ass'n First Federal Savings & Loan Ass'n

Decorah Savings & Loan Ass'n

DENISON

Denison Federal Savings & Loan Ass'n

DES MOINES

DES MOINES
DES Moines Savings & Loan Ass'n
Home Federal Savings & Loan Ass'n of Des Moines
Insurance Plan Savings & Loan Ass'n
Iowa Savings & Loan Ass'n Scandia Savings & Loan Ass'n State Federal Savings & Loan Ass'n United Federal Savings & Loan Ass'n of Des Moines

Estherville Federal Savings & Loan Ass'n

FAIRFIELD

Jefferson County Savings & Loan Ass'n First Federal Savings & Loan Ass'n

GLENWOOD Mills County Savings & Loan Ass'n

GRINNELL

Grinnell Federal Savings & Loan Ass'n

Home Federal Savings & Loan Ass'n IOWA FALLS

lowa Falls Federal Savings & Loan Ass'n

LeMars Federal Savings & Loan Ass'n

MARION Linn County Savings & Loan Ass'n

MARSHALLTOWN Marshalltown Savings & Loan Ass'n

MASON CITY Mutual Federal Savings & Loan Ass'n

MT. PLEASANT Insurance Plan Savings & Loan Ass'n MUSCATINE Muscatine Savings & Loan Ass'n

NEVADA Nevada Federal Savings & Loan Ass'n

Newton Home Savings & Loan Ass'n

Home Savings & Loan Ass'n

OTTUMWA

Peoples Savings & Loan Ass'n

Perry Federal Savings & Loan Ass'n

RED OAK Red Oak Building & Savings Ass'n

ROCK RAPIDS
First Federal Savings & Loan Ass'n

SHELDON

Sheldon Federal Savings & Loan Ass'n

SIOUX CITY First Federal Savings & Loan Ass'n Home Federal Savings & Loan Ass'n Sioux City Federal Savings & Loan Ass'n

SPENCER

Northwest Federal Savings & Loan Ass'n Spencer Savings & Loan Ass'n

SPIRIT LAKE First Federal Savings & Loan Ass'n

Vinton Savings & Loan Ass'n

WASHINGTON
Washington Federal Savings & Loan Ass'n

WATERLOO

First Federal Savings & Loan Ass'n Home Savings & Loan Ass'n People's Mutual Savings & Loan Ass'n Perpetual Savings & Loan Ass'n

MINNESOTA

ALBERT LEA First Federal Savings & Loan Ass'n

Twin City Federal Savings & Loan Ass'n (Branch)

AUSTIN

Austin Savings & Loan Ass'n Home Federal Savings & Loan Ass'n (Branch)

Midwest Federal Savings & Loan Ass'n (Branch)

BRAINERD First Federal Savings & Loan Ass'n

BRECKENRIDGE

Breckenridge Federal Savings & Loan Ass'n

CLOQUET
Carlton County Federal Savings & Loan Ass'n CROOKSTON Crookston Savings & Loan Ass'n

First Federal Savings & Loan Ass'n of Minneapolis

(Branch)

Detroit Lakes Federal Savings & Loan Ass'n

DULUTH

First Federal Savings & Loan Ass'n St. Louis County Federal Savings & Loan Ass'n

EAST GRAND FORKS
East Grand Forks Federal Savings & Loan Ass'n

Twin City Federal Savings & Loan Ass'n (Branch) First Federal Savings & Loan Ass'n of Minneapolis (Branch)

Twin City Federal Savings & Loan Ass'n (Branch)

FAIRMONT

Fairmont Federal Savings & Loan Ass'n

First Federal Savings & Loan Ass'n of Albert Lea

(Branch) FERGUS FALLS

Fergus Falls Savings & Loan Ass'n

GOLDEN VALLEY
Midwest Federal Savings & Loan Ass'n (Branch)

GRAND RAPIDS First Federal Savings & Loan Ass'n

HASTINGS
Minnesota Federal Savings & Loan Ass'n (Branch)

First Federal Savings & Loan Ass'n of Hibbing

HOPKINS
Minnesota Federal Savings & Loan Ass'n (Branch)

HUTCHINSON Hutchinson Federal Savings & Loan Ass'n

INTERNATIONAL FALLS

Falls Federal Savings & Loan Ass'n

Lake City Federal Savings & Loan Ass'n LUVERNE Luverne Federal Savings & Loan Ass'n

MINNEAPOLIS First Federal Savings & Loan Ass'n Hennepin Federal Savings & Loan Ass'n

Midwest Federal Savings & Loan Ass'n Minnesota Federal Savings & Loan Ass'n (Branch) Peoples Federal Savings & Loan Ass'n Twin City Federal Savings & Loan Ass'n

First Federal Savings & Loan Ass'n

MOORHEAD Moorhead Federal Savings & Loan Ass'n

Pipestone Federal Savings & Loan Ass'n

Red Wing Savings & Loan Ass'n

REDWOOD FALLS
Redwood Falls Savings & Loan Ass'n

RICHFIELD

First Federal Savings & Loan Ass'n of Minneapolis (Branch)

ROBBINSDALE

Midwest Federal Savings & Loan Ass'n (Branch) Twin City Federal Savings & Loan Ass'n (Branch)

Home Federal Savings & Loan Ass'n (Branch) Olmsted Federal Savings & Loan Ass'n

Minnesota Federal Savings & Loan Ass'n (Branch) Twin City Federal Savings & Loan Ass'n (Branch)

Midwest Federal Savings & Loan Ass'n (Branch) ST. CLOUD

Security Federal Savings & Loan Ass'n

ST. LOUIS PARK First Federal Savings & Loan Ass'n of Minneapolis (Branch)
Minnesota Federal Savings & Loan Ass'n (Branch)

Midwest Federal Savings & Loan Ass'n (Branch) Minnesota Federal Savings & Loan Ass'n Twin City Federal Savings & Loan Ass'n (Branch)

Minnesota Federal Savings & Loan Ass'n (Branch) SOUTH ST. PAUL

United Federal Savings & Loan Ass'n

SPRING VALLEY Home Federal Savings & Loan Ass'n

THIEF RIVER FALLS First Federal Savings & Loan Ass'n

Queen City Federal Savings & Loan Ass'n

WADENA Wadena Federal Savings & Loan Ass'n

WAYZATA
First Federal Savings & Loan Ass'n of Minneapolis

WELLS Wells Federal Savings & Loan Ass'n

WHITE BEAR LAKE Minnesota Federal Savings & Loan Ass'n (Branch)

WILLMAR First Federal Savings & Loan Ass'n

WINDOM Windom Federal Savings & Loan Ass'n

WINONA Fidelity Savings & Loan Ass'n WORTHINGTON
Worthington Federal Savings & Loan Ass'n

State Federal Savings & Loan Ass'n BELLEVUE

Nebraska Savings & Loan Ass'n (Branch)

CHADRON

Chadron Savings & Loan Ass'n

COLUMBUS Equitable Savings & Loan Ass'n

First Federal Savings & Loan Ass'n of Dawson

County FALLS CITY

Falls City Federal Savings & Loan Ass'n

Platte Valley Federal Savings & Loan Ass'n

GRAND ISLAND Home Federal Savings & Loan Ass'n of

Grand Island

HASTINGS State Federal Savings & Loan Ass'n (Branch)

LEXINGTON
Home Federal Savings and Loan Ass'n

State Federal Savings & Loan Ass'n (Branch) Union Loan & Savings Ass'n

NORTH PLATTE First Federal Savings & Loan Ass'n

Nebraska Savings & Loan Ass'n Commercial Savings & Loan Ass'n

SCHUYLER
Schuyler Federal Savings & Loan Ass'n

COTTSBLUFF

Nile Valley Federal Savings & Loan Ass'n Union Loan & Savings Ass'n (Branch)

TECUMSEH

Tecumseh Building & Loan Ass'n

NORTH DAKOTA

First Federal Savings & Loan Ass'n Gate City Savings & Loan Ass'n (Branch)

DEVILS LAKE

Gate City Savings & Loan Ass'n (Branch)

Gate City Savings & Loan Ass'n (Branch)

First Federal Savines & Loan Ass'n Gate City Savings & Loan Ass'n Metropolitan Savings & Loan Ass'n

Northwestern Savings & Loan Ass'n

GRAFTON First Federal Savings & Loan Ass'n

Metropolitan Savings & Loan Ass'n (Branch)

GRAND FORKS First Federal Savings & Loan Ass'n Grand Forks Federal Savings & Loan Ass'n

Gate City Savings & Loan Ass'n (Branch)

Gate City Savings & Loan Ass'n (Branch)

First Federal Savings & Loan Ass'n

Minot Federal Savings & Loan Ass'n VALLEY CITY

Fidelity Savings & Loan Ass'n WAHPETON Metropolitan Savings & Loan Ass'n (Branch)

WILLISTON Northwestern Federal Savings & Loan Ass'n

SOUTH DAKOTA ARERDEEN

Aberdeen Federal Savings & Loan Ass'n

First Federal Savings & Loan Ass'n BROOKINGS Brookings Savings & Loan Ass'n

CANTON First Federal Savings & Loan Ass'n

First Federal Savings & Loan Ass'n

MITCHELL Mitchell Home Savings & Loan Ass'n

RAPID CITY First Federal Savings & Loan Ass'n

First Federal Savings & Loan Ass'n

Home Federal Savings & Loan Ass'n First Federal Savings & Loan Ass'n

YANKTON Yankton Savings & Loan Ass'n

WISCONSIN

AMERY Amery Federal Savings & Loan Ass'n

ASHLAND Ashland Savings & Loan Ass'n

Barron County Federal Savings & Loan Ass'n

CHIPPEWA FALLS

BLACK RIVER FALLS Jackson County Federal Savings & Loan Ass'n

Chippewa Savings & Loan Ass'n

CUMBERLAND
Cumberland Federal Savings & Loan Ass'n First Federal Savings & Loan Ass'n

LA CROSSE First Federal Savings & Loan Ass'n

La Crosse Mutual Loan & Building Ass'n

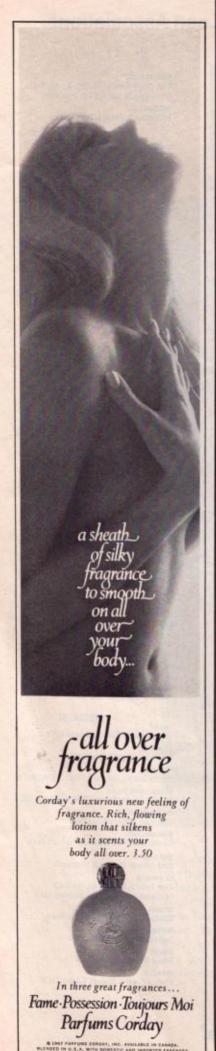
Sparta Federal Savings & Loan Ass'n SUPERIOR

Superior Savings & Loan Ass'n

Tomah Savings & Loan Ass'n VIROQUA

Viroqua Federal Savings & Loan Ass'n

Where you save does make a difference." @1967 1111 "E" Street, N. W., Washington, D. C. 20004



LIFE REVIEW

The Perils of Planned Prettiness

HIGHWAY BEAUTIFICATION PROGRAM

The serious arrival of spring is a reminder, in case you had forgotten, that there is abroad in the land, as part of the Great Society's gung-ho beautification campaign, a huge and costly federal program for a Scenic Roads and Parkways system from Maine to California.

The plan is to expose America's "recreational and natural beauty" from sea to sea through a heroic intracontinental network of "scenic corridors" traversed by thorough-fares decorated with public conveniences and ubiquitous "scenic overlooks," A sort of multibillion-dollar War on Privacy, or democratization of the national landscape!

The Harpswell Islands of Maine and Truro, on Cape Cod, are two superb unspoiled spots on the New England map that need beautifying with about the same urgency that Da Vinci's Mona Lisa needs a home permanent. Having already suffered initial invasions, they are horrible examples of what is in store everywhere, Twisty, ancient roads that might harass hurried tourists with either accidents or tiresome reduction of speed are to be rationalized by highway engineers, a new clite class, into straight lines and widened. Exotic flowers and shrubs will be imported to replace those pesky native primrose, heather and beach plum that just never seem to want to grow in tidy terraces.

Twenty percent of the program calls for the blasting of new highways through virgin or "underexposed" regions. The rest provides for "enhancement" of old scenic roads picnic areas about every 14 miles, campgrounds every 21, boat-launching facilities every 34 and rest stops every 31, and the inevitable scenic overlook every 16.

The philosophy behind all this is based on a number of assumptions which could stand some closer scrutiny. One assumption is that the beau ideal of the Great Democracy is "maximum," not "optimum," enjoyment. Another is that leaving unused land just lying around in a state of nature is wasteful, shiftless, unprogressive and not at all in the Pub-

lie interest. It must be developed.

The beauty engineers also tend to assume that there is a one-to-one relationship between beautiful vistas and recreational accommodations: that a family in transit should, in any affluent society worth the name, be able to fill its stomachs, empty its bowels, discard its trash, launch its boat and refresh its soul all within a half-hour's driving time, then zip back onto a main thoroughfare on an "acceleration strip," or else on an "improved scenic roadway that has been widened, straightened and ramped for speed and safety."

Another more dangerous assumption is that highway planners have vast social wisdom and can be trusted implicitly beyond their roadside. The record shows they feel that easy availability of beautiful spaces, unlike easy availability of beautiful women, does not affect their virtue.

And underlying all the other assumptions, of course, is the one that "beautification" is as uncomplex and unchallengeable as motherhood,

Paradoxically, the big business of devouring unspoiled countryside sets off a chain reaction that, by trying to atone with "beauty," results in still more devouring. Like all thoughtless technology it promotes an unconscious, brainwashed love of its own badness (witness the TV syndrome of "give the public what it really wants-and if it doesn't want it, well, we'll see that it soon will"). The new "scenie" highway system is a \$4-\$8 billion labyrinth to be built during 10 years in, around, under and over a \$60 billion interstate highway net. The time may not be far off when the tourist who is not hungry or thirsty, who wants a slow, facilityless detour on an old, unimproved road going nowhere through undeveloped, corridorless, unmanicured woods and fields, and is willing to get out of his car for a peek at them, will be extinct.

Only the most drastic policing can stop the growth of a new kind of tourist who rides out not to see the scenery but the scene of the scenic crime. And there is a moot question whether the Great Society will have available for the "maximum" enjoyment of tomorrow's sightseers something beyond corridors of scenic highways with scenic overlooks overlooking corridors of scenic superhighways with scenic superoverlooks which in turn overlook, ultimately, a landscape of beautiful bituminous concrete.

Professor Hall is chairman of the English Department of Bowdoin College.

by Lawrence S. Hall



Bold new leather-fresh fragrance formen. After showers, after shaves ... before every encounter.

Royal Regiment by Max Factor

Cologne, After Shave, Heroic-Size Soap

©1967 Max Factor & Co. Available in Canada

Don't sell yourself short.

This year, over half a million people will.

They'll buy smaller cars (including little ones with big-car names) that cost just a few dollars a month less than this full-size Chrysler Newport.

And look what they won't get. Over 18 feet of Chrysler luxury. One of the biggest standard V-8s to run on regular gas.

The biggest brakes in the price class. Best resale in Chrysler's history.

Since you can afford a Take Charge car like Chrysler, don't settle for less.

Not when 4 Newports are priced just

a few dollars a month more than the most popular smaller cars, comparably equipped. See your Chrysler dealer, move up today.

CHRYSLER CHR





Test Price A Chrysler

Illustrated above, the Newport 2-Door Hardtop equipped with optional viryl roof.

Tues in Bob More and The Chauder Theatre in color Wednesdays, Major Leaves Baseball in color, Saturdays, Both on NBC-TV.



We understand your feelings. We don't agree. But we understand.

A long time ago, someone gave you a table lighter. The trouble was, it looked too much like a table lighter. But didn't work at all like a cigarette lighter. Not after a carton or two of cigarettes, anyway.

Well, that was a long time ago.

And we don't think you should carry a grudge. Especially now that you can have table lighters that do work.

And don't look like table lighters. (That's right. Those delightful little table ornaments in the photograph are Ronson table lighters.)

You see, sometime after you had your bad experience, Ronson perfected the butane lighter.

We did it by designing an ingenious system of patented valves: an inlet valve and a burner valve that together, make our lighters leak-free and evaporation proof.

It's an intricate bit of engineering which you needn't concern yourself about except to know that if you buy a Ronson butane lighter today, you won't have to refill it until about November.

1970.

And then, you'll need only be concerned for about the ten seconds it will take you to refuel it with a clean Ronson Multi-Fill® injector. (You buy that anywhere.)

So now everything you hated about table light-

ers is just the opposite, isn't it?

In fact, there isn't a thing to stop you from getting one. And loving it.

RONSON®

The people who keep improving flame.





Call the American Oil Motor Club and who do you think would answer? A Standard Oil Dealer.

Like the one who fills your tank, cleans your windshield, tracks down trouble in your engine and all the other things you're used to if you're a Standard Oil customer.

Now he's taken on something new.

A motor club. Set up to work through thousands of Standard Oil Dealers in Mid-America and American Oil Dealers everywhere else. That means Coast to Coast.

But then, he's used to new things. A few years ago that little "As You Travel, Ask Us," sign was brand new.

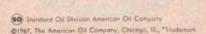
And no one ever heard of a FINAL/FILTER.*

That just goes to show you how quick a good thing can catch on.

Another good reason why:

You expect more from Standard and you get it.

With your Standard Oil Credit Card membership in this new motor club is only \$12.50 a year for you and your wife. Any Standard Oil Dealer can tell you how to join.





The Palmers get a big kick out of football and Bryant air conditioning.

Jim and Bea Palmer are real football fans. They never miss a University of Kansas or Kansas City Chiefs game. And that runs into money. About \$400 a season. Or \$1.10 a day, spread over a year.

But the Palmers like their comfort, too. So they had Bryant air conditioning installed in their 6-room, two-story Cape Cod in 1964.

Now the whole family enjoys the cool, quiet comfort of Bryant air conditioning at a surprisingly low cost. Had the Palmers financed their Bryant unit it would have cost them just 52# a day to own or \$15.71 per month over a 5 year period at 6% interest. About half what the Palmers spend on one season of football.

Naturally, the cost of air conditioning varies with the size, style, insulation, shading and location of your home. But chances are, like the Palmers, you can enjoy its benefits for less than you spend

So do what Jim Palmer did. Look up your Bryant dealer in the Yellow Pages. Call him for a free estimate. Then prepare to become a Bryant fan for life.

Bryant Manufacturing Co., 2020 Montcalm St., Indianapolis, Ind. 46207. QUIETLINE* AIR CONDITIONING



MOW Wallin ater.

Sometimes, all it takes to make an old idea new is a marvelously simple twist.

Like the Hoover Fry Pan. We've added a warming tray. Built it right in. So you can slide it out and use it, while you're using the fry pan.

Examples: You can keep bacon warm while you're frying eggs. Keep one batch of pancakes warm while you're doing a second stack. Keep the meat hot while you're making

the gravy. And so forth.

So see your
Hoover dealer. And see the Hoover Electric
Fry Pans with the built-in warming trays.
They're available with either a stainless steel
or Teflon* cooking surface. And even a coppertone
dome if you'd like.

We call it the Hoover Fry-NowWarm-Later plan. You'll call it a perfectly delightful idea.

*DuPont's registered trademark for its TFE non-stick finish.





Now there are three more cocktails you can't goof up.

To lovers of romance from Sandusky to Scarsdale, we offer a cocktail new to the USA. The Tequila Sour, full of authentic Mexican glory. And peppy Mexican tequila, imported by Calvert. But that's not the end of it. We start with whole fresh lemons. For wholly fresh taste.

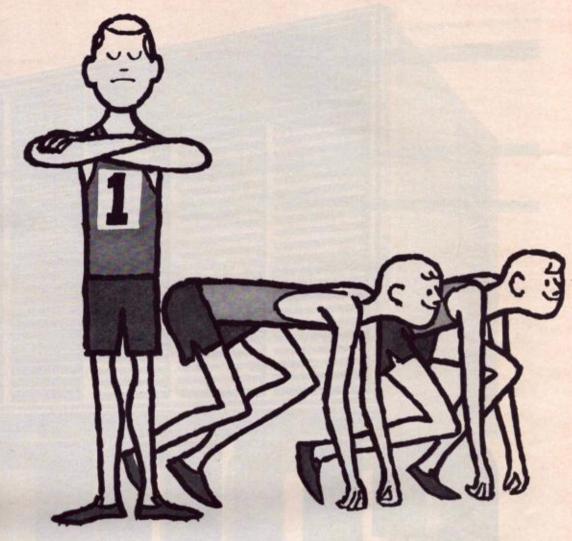
Our Gin Sour isn't only a new cocktail, it's a new idea—the 2-cocktail cocktail. You make it a Tom Collins by adding clubsoda, sugar, and ice. We start with whole fresh lemons and our own 100% Dry Gin, so it's great either way.

For those who think the proof of a cocktail is in the proof, we present our 11 to 1 Vodka Martini. We make it with extra-extra dry vermouth and Calvert's Vodka. But though the proof is high, the price isn't. We don't charge you extra.

Now, all you do is shake the Sours and stir the Martini with ice, and you've got cocktails that taste like the world's best bartender just mixed them for you.

There's just no way to goof with these cocktails. Except by not serving them. Calvert Goof-proof Cocktails.

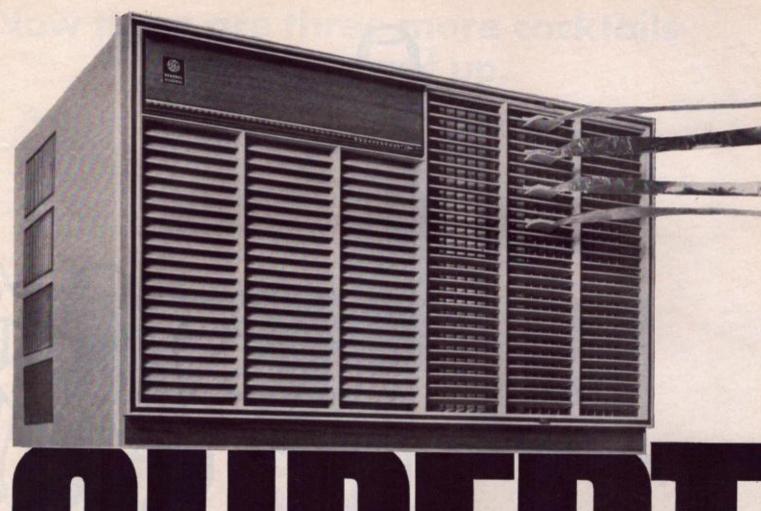




Who won't run in the "high prices" race?

It's a fact that while the price of just about everything else you can think of keeps rising, the unit price the average American family pays for electric service keeps going down. Today families use more electric service than ever before, but pay less per kilowatt-hour. That's because electric company people make electricity in larger quantities while business management finds ways to hold the price down. The more electric service you use, the bigger a bargain it gets to be, and the better a bargain it will be in the future.

The electric company people...
the folks at your
Investor-Owned Electric Light and Power Companies*



Cool air by the roomful...

You can set the directional louvers of all 7 Superthrust models to diffuse the air, and gently float cool, dry comfort around a single room. Move the louvers left, right, up, down for cooling to suit any furniture arrangement, the shape of any room. See your General Electric dealer now.

Before it gets hot.

While he can still give you your choice of seven Superthrusts -8,500 and 12,000 BTU's on 115-volt circuits, 13,000 to 24,000 BTU models on 230 volts.

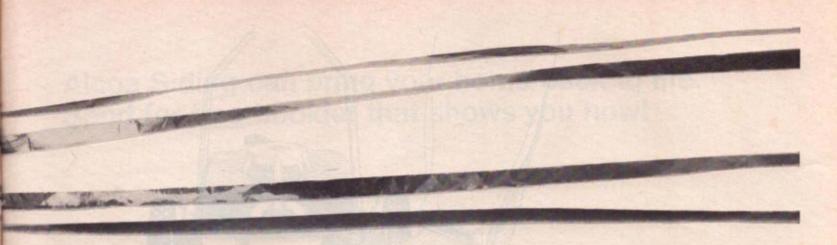




You can aim it down.

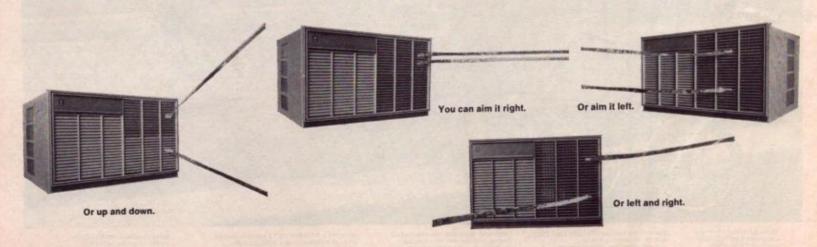


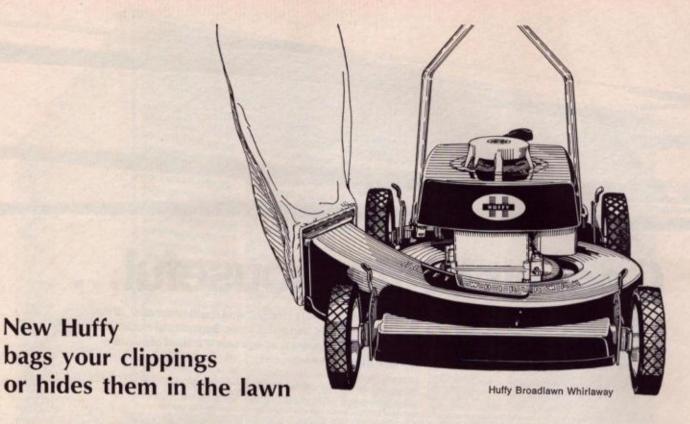
Or aim it up.



Cool air by the houseful...

Sure it's a window unit. But turn it up full. Set the direction controls straight. And it will beam cool, dry comfort through room after room. The most powerful of the new General Electric Superthrust models (RD115) packs 24,000 BTU's/Hr. of cooling power. Every 15 minutes it wrings nearly a quart of humidity from the air and sends back 12,000 cubic feet of cool, dry comfort.





Whichever you want to do, the new Broadlawn Whirlaway will do a great job.

This mower is designed as a blower on wheels. The blade is a combined cutter and fan. Its job: to stand the grass up, clip it off neatly and power the blower.

The airstream picks off the clippings as they are cut, whirls them

around the smoothly contoured tunnel, and shoots them out the discharge.

New Huffy

Now, if you're sold on bagging your grass, you'll want to know that the catcher is simply an extension of the air tunnel. That's why the clippings pack in efficiently. A zipper in the bag lets you empty it in a wink.

The catcher has a unique new hook attachment. It lifts off and replaces easily, with your hands always two or more feet from the discharge.

On the other hand, if you like to return your clippings to the lawn (but don't care to see them there), you'll want to check out the Whirlaway's distribution pattern.

The clippings fan out and drop in a space perhaps 10 times the area being cut. Unless you're cutting long grass, you won't notice them on the lawn.

Something else you'll like: the rustproof, dentproof, vibration-free aluminum body; also seven easily adjustable cutting heights; and an easystart 3 hp Briggs & Stratton engine.

It's a great mower. You'll like it.

While you're checking it out at your Huffy dealer's, take a look at the Citation steel-deck Whirlaway. It has many of the same features at a lower price.

If you are interested in bicycles, don't forget Huffy. Your dealer has a good selection.

Send for full-color Outdoor Power Equipment or Bicycle catalogs. Write The Huffman Mfg. Co., Dayton, Ohio 45401 or Azusa, Calif. 91703.





Girl's bike is "Miss America." A beauty in blue and white, with chrome fenders, white sidewalls, and a flowered wicker basket carrier.

Alcoa Siding can bring your home back to life. Send for free booklet that shows you how!

Change for the better with Alcoa Aluminum







50-year-old youth

The couple who bought this big, old house looked beyond the worn shingles and tacked-on porch—decided to restyle it with Alcoa® Siding in a baked-on Alcoa Maroon enamel finish. And by dramatizing the bay window and adding a simple entry, they obtained a spacious home in keeping with its neighborhood.

FREE to homeowners!

Brand-new booklet with scores of ideas for giving your present home a change for the better in appearance.

Bring your house back to life with Alcoa Aluminum building products! How? Now you can see for yourself. Mail the coupon today to receive your free copy of this exciting, 24-page restyling booklet. When you see it, you'll know how to restyle your home. Don't put it off; send today.



40-year-old paint sponge

When the paint began to flake again, these folks chose Alcoa Siding. Its Alumalure® finish shrugs off dirt, lasts for years.
You, too, can be relieved of the nagging worry and cost of frequent repainting.



30-year-old homestead

This aging home held 30 years of memories. The owners decided to make it beautiful for another generation. The house was given a complete face-lifting with Alcoa Aluminum Siding, Soffit and Fascia, Shutters. See how it came back to life.

Filled with before-and-after-restyling

Facts about what to look for

Alcoa Building Products, Inc., Dept. 1050-E Alcoa Building, Pittsburgh, Pa. 15219

I'd like to receive—FREE—How to Bring
Your House Back to Life with Alcoa Siding.

□ I am a homeowner interested in restyling. My house exterior is □ wood □ brick □ other.

I am interested in Alcoa □ "Super 40" Siding □ Gutters and Downspouts □ Soffit and Fascia □ Shutters □ Patlo Covers □ Screen Enclosures.

Name		
Address.		
City	State-	Code



Big. Wet. Dragged fresh and crackling out of the ice. You feel better already. Snap the cap and see what happens. FIRST AGAINST THIRST

LETTERS TO THE EDITORS

CRISIS OF THE INDIVIDUAL

Sirs:

"Challenge for Free Men in a Mass Society" (April 21), judged from Part I, is of great interest and most timely. The current fashion of "inner-directedness" is as far removed from individualism as is the mass man. The truly free in spirit are the only individualists, but of such there are pitifully few in the

West Reading, Pa.

Let us not lose sight of the fact that each of us is an individual by birthright, both chemically and emotionally

The struggle is therefore for identity and recognition. If, indeed, we were rot so individual, being part of the mass might even be comforting.

SHIRLEY ROTHSTEIN

Mamaroneck, N.Y.

Sirs:

You hit upon what is probably the greatest single factor contributing to mass conformity. That is, our society is geared to the average man. There is no average man, and if there were, he wouldn't admit it.

John Howard Tidyman Lakewood, Ohio

College campuses today have many young men who are not insecure and afraid; neither do they feel ineffective and worthless. Most of us still strive for those "old ideologies," but in a different way.

LEONARD BALTIN

Montreal, Que., Canada

Individuality and its satisfaction can be found in doing one job which needs to be done and doing it well.

In all the world the greatest need is for parents with character who will rear their children with honesty, so that self-knowledge will not bring on self-destruction; with discipline, so that their talents will be useful in the world; and with love, which properly ap-plied should multiply itself with each generation.

HARRIETTE ADAMS

Berea, Ohio

FDITORIALS

Dr. King sees that a victory for the civil rights cause would be a hollow one if the human race is destroyed by a holocaust which our escalation of the war in Vietnam may bring ("Dr. King's Disservice to His Cause," April 21). He follows a higher law than that of expediency which you urge on him. The issue is human rights for all on the earth vs. our common enemy, war.

SAMUEL A. SNYDER JR. Templeville, Md.

Sirs:

The same humanitarian concern that forces Dr. Martin Luther King to speak out against injustice in America compels him to decry the injustice of our actions in Vietnam. For Christians, what alternative is there?

RICHARD G. HESS

Columbia, Pa.

Sirs:

I cannot help but wonder how much further ahead the Negro cause would be in America today if Paul Robeson had focused the considerable force of his personality on solving the problems of his black American compatriots, rather than dissipating the wealth of his gifts in the treacherous quicksand of international politics.

P. JAY SIDNEY

Brooklyn, N.Y.

The concern of the President's Crime Commission over wiretapping ("Ways to Control Snooping," April 21) is understandable, but so trivial. What we need is a new law protecting our right of privacy against income tax audits, telephone party lines, questioning by news reporters, palm and tea-leaf reading, scouting of opposing football teams, credit bureau inquiries, girl-watching, cross-examination in court and prying mothers-in-law.

DAN GOODYKOONTZ

Houston, Texas

It appears to me the best solution for anyone who has reservations about being watched or overheard is to conduct himself accordingly.

S. J. DAVIS

Canterbury, Conn.

HELOISE.

As one who has worked closely with Heloise and as a close friend, I was pleased to see accurate reporting of her personality, her home life, her sucand her devotion to her readers ("Heloise, the Most-Heeded Housewife," April 21).

ROBERT F. COLEMAN

Arlington, Va.

If the housewife, the "precious back-bone of America," spends her time with peanut butter on her fingernails, a pair of upside-down nylon panties perched on her ratted, teased, mayonnaise-permeated hair, and costume jewelry dribbling down her nose to prevent sunburn, I'll take Betty Friedan anytime.

MELISSA SMITH

Benton, Pa.

I must take exception to the assumption that Betty Friedan and Heloise don't mix. You overlook the fact that many working women have homes and families. We wouldn't care to exclude either of these ladies' ideas from our lives. Hurrah for both of them!

MRS. ELAINE C. GONALL New Orleans, La.

WILT CHAMBERLAIN

We stood with Jeremy Larner and watched as Bill Russell walked alone into the night after his team had been beaten by the Philadelphia 76ers. If ever a picture was worth a thousand words, this view of one of the two "Giants" of the basketball world alone in defeat certainly was. Our thanks to Mr. Larner for his fine coverage of the NBA play-off series. His article on Wilt Chamberlain ("Just Too Much Giant," April 21) ranks with the top sport stories of the year.

BILL MURPHY BILL NORTON

Millersville, Pa.

DEEP DIVER

We are disturbed because the story on the Perry-Link Deep Diver ("Sub-marine Shuttle Bus," April 21) makes no mention of Perry Submarine Builders, Inc., who designed and built the Deep Diver. We would appreciate a

JOHN H. PERRY JR. West Palm Beach, Fla.

BATAAN

LIFE is extraordinarily charitable in stating that "Many died of starvation en route-the Japanese, unaware that the Bataan defenders had no rations left, had expected them to feed themselves" ("The Agony of Bataan," April 21). A person does not die of starvation in four or five days. The men who died beside us during the Death March died from bullets, bayonets, rifle butts and other niceties. I hope that you will do them the honor of setting the record straight. Can we not say that they died as the result of enemy action?

JOHN E. HANSON

Fremont, Mich.

How dare you say that the Japanese were unaware that the Bataan defenders had no rations left. What gullibility! It makes my blood boil!

MRS. DAVID DICKEY

Steeleville, III.

In behalf of every ex-PW thank you for not forgetting. Maybe this story will awaken many Americans to the dangers we face today.

JOHN L. GOODE

Shreveport, La.

LETTERS TO THE EDITORS

More power to those readers who put the ACLU where it belongs—in the trash heap (Letters, April 21).

ROY MILLER

Astoria, N.Y.

A very good letter on the Civil Liberties Union by Patricia Kelly (April 21). Three things make a person: freedom, responsibility, purpose. It is a gross blunder to take the first of these and extend it to infinity, as though it were everything. Liberty turns to license, licentiousness, anarchy, chaos.

WALTER G. BOWERMAN Leonia, N.J.

NEXT WEEK

To see America

Spring's Old Sweet Challenge ON A CAROLINA FARM

Report from a big American university What Goes On on Campus?

Not What You Expect

A revolutionary new tool of science

FLUIDICS

- 1. TO WRITE ABOUT YOUR SUBSCRIPTION: Change of address, billing, adjustment, complaint, renewal – address: LIFE SUBSCRIPTION SERVICE, 540 North Michigan Ave., Chicago, Ill. 60611, Charles A. Adams, Vice Pres. Attach present address label in space at right. This will help us identify
- TO ORDER A NEW SUBSCRIPTION: Check box
 and use form at right for your address. Mail to
 LIFE SUBSCRIPTION SERVICE at the address given above. Subscription rate: U.S., 1 year \$7.75, in Canada, 1 year \$8.75.
- 3. TO WRITE ABOUT EDITORIAL OR ADVERTISING CONTENTS: Address: LIFE, Time & Life Bldg., Rockefeller Center, New York, N. Y. 10020.

	NOT THE PARTY.		
ATTACH	ADDRESS	LABEL	HERE

When moving, please give us five weeks notice. Print name, new address and Zip Code below. Mail to LIFE SUBSCRIPTION SERVICE, address at left. Also, please include your old address.

Since we are able to answer inquiries by telephone, in many areas, please note your telephone number below.

Name		
New Address	THE RESERVE OF THE PARTY OF	
City	State	Zip Code

We wouldn't put our name on it if we didn't mean it.



That's why we think it's important to build you as many kinds of cars as we do—including America's only front wheel drive cars, rear engine cars and true production sports cars. And make features like hidden windshield wipers, automatic level control and factory-waxed finish standard equipment. No one else offers you as much. But then, no one else has a mark like ours.

Look to the General Motors mark of excellence

Chevrolet • Pontiac • Oldsmobile • Buick • Cadillac • GMC Truck

Movie Stars Scorn it

The Hand Soap

gets dirty hands really clean... fast

Hollywood rates Lava strictly "no show" as a beauty soap. It's not. It's not even a pretty soap. Or dainty, or perfumy, or smooth and creamy. It's rough. Just feel it. But,

that rough stuff has a purpose. It's pumice.
And pumice makes Lava the best hand soap in
the world for getting dirty hands clean. Clean.
Right down to the fingernails. Volcanic pumice, not
beauty lotion, is Lava's special ingredient. So,

when it comes to getting dirty hands clean, don't give the role to a bit player. Get the star— Lava. It's an Oscar winner—hands down.

LAVA

World's worst beauty soap. World's best hand soap.



There are lots of ways to lose weight,

but Nutrament is the way to gain weight.

All you forgotten, underweight people have been remembered. Now there's Nutrament—a nutritionally complete food for skinny people who are tired of looking less than best.

Nutrament is the pleasant way to add wholesome nutrients to your diet. 375 calories rich in protein with balanced amounts of fat and carbohydrates plus essential vitamins and minerals.

Drink it like a milkshake. With meals or in between. And you can choose from these delicious flavors: Dutch chocolate, chocolate, vanilla or cherry.

If you're underweight, start drinking Nutrament liquid food today. You have

everything to gain.

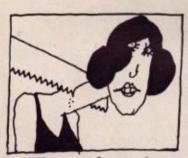
Ask for it at food and drug stores, everywhere.

Meadinm



Avoid Kunawa

Get a Whirlpool Air Conditioner. It knows when to stop.



Who needs a pain in the neck?

above that setting.

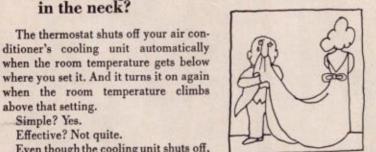
Simple? Yes.

Before you go running out in a panic to buy an air conditioner after a few blistering, sleepless nights this summer, simmer down.

You could end up jumping out of the frying pan and into the freezer.

You see, practically any air conditioner of the right capacity can do a good job of cooling things off. Sometimes too good, in fact.

That's why it has a thermostat.



the cooling proc- Or summer sniffles?

Effective? Not quite.

Even though the cooling unit shuts off,

ess still keeps going for awhile. Long enough to pull the temperature down below your thermostat setting.

And if you think this runaway cooling doesn't make much difference, just think back to how you shivered when you walked into those chilly movie theaters and department stores last year.

So what do you do?

Well, you can always set the thermostat at a higher level. But then the cooling unit won't go back on until the room temperature gets that high, too. Which means you get warm again before you get cool again.

Or bareback goose pimples?

Of course, you can keep getting up to change the thermostat setting. But then you become more automatic than your air conditioner.

Actually, there's a much simpler way to handle the problem. Just buy a Whirlpool air conditioner.

Whirlpools smooth out the ups and downs of the cooling cycle.

Because we've given them a special sensing device called Comfort Guard® control - a sort of thermostat for the thermostat.

With Comfort Guard control, you don't get cooling overdose or underdose.

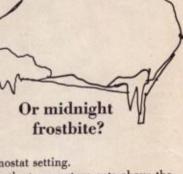
It simply shuts the cooling unit off before the

temperature gets down to your thermostat setting.

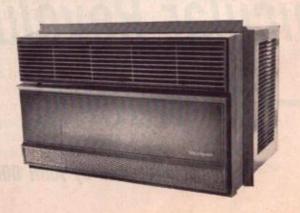
And it starts it going again before the temperature gets above the thermostat setting.

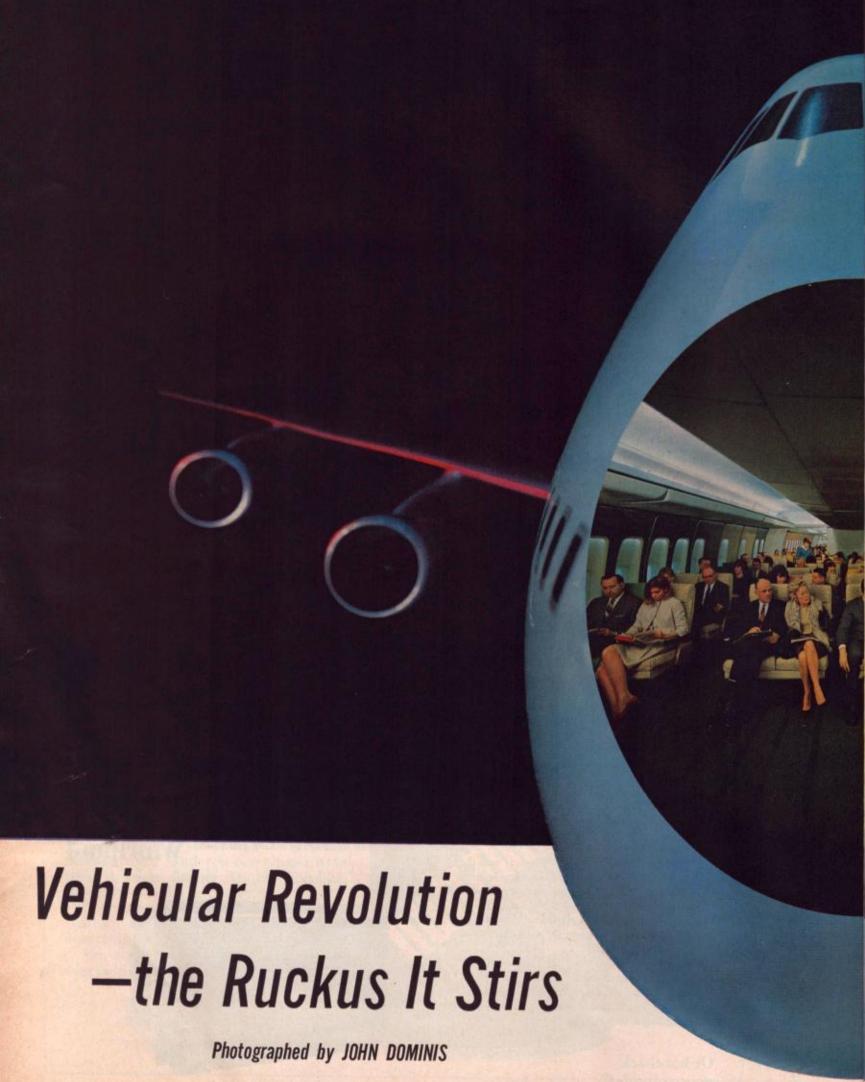
You might say it thinks ahead.

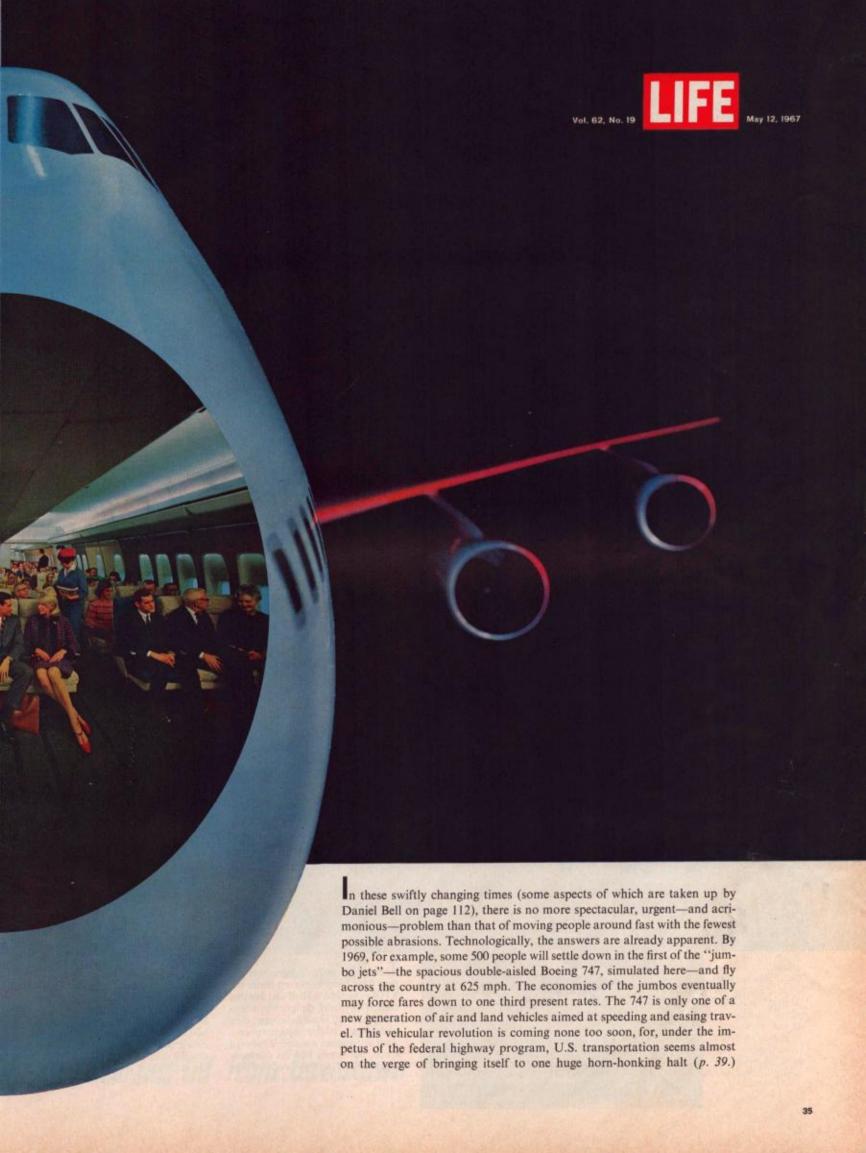
Which is all we're really asking you to do.

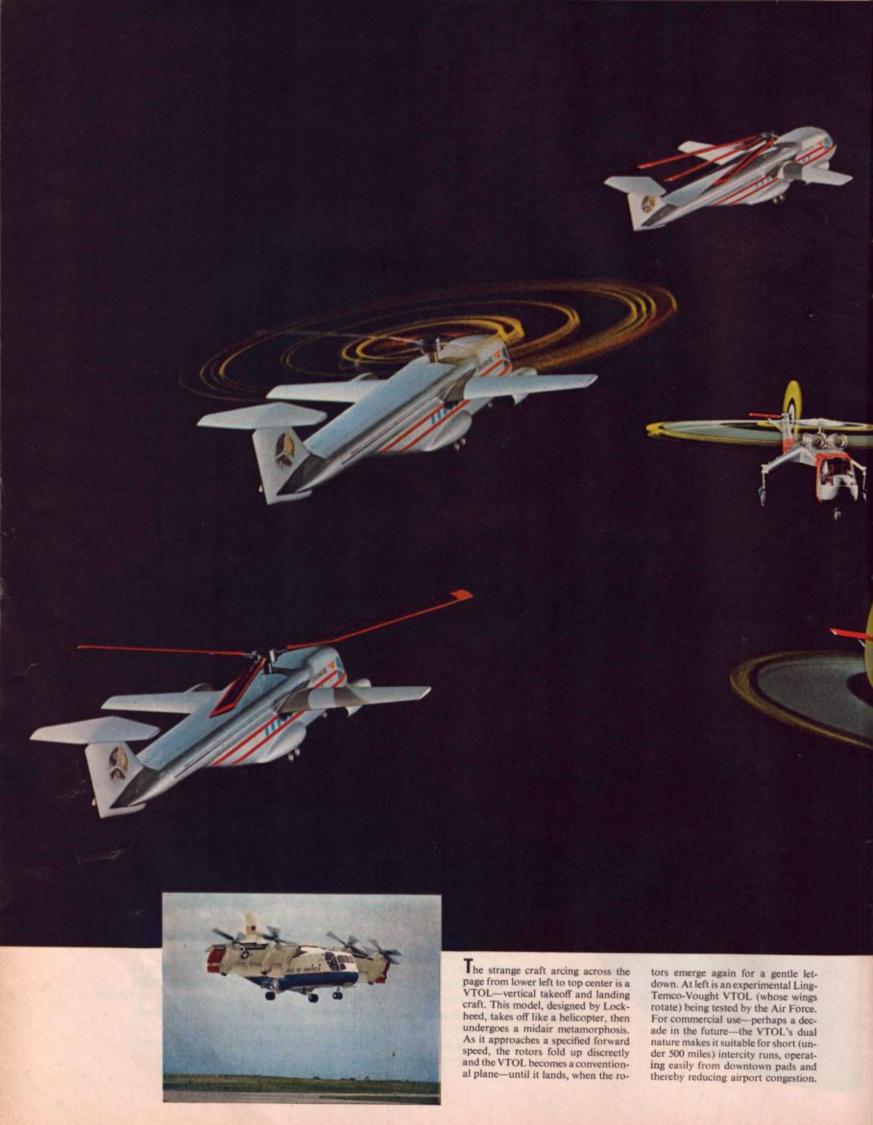


Whirlpool











Taking Off from Downtown

but in the same period airport-to-city time has increased 50%. As highways grow more congested and airports move farther away from the cities, the

now being tested in Los Angeles. Air passengers would board a bus in the city and a giant helicopter would snatch up the bus and deposit it at the airport—perhaps next to a waiting plane, thus eliminating the long trak form licket counter to plane trek from ticket counter to plane.

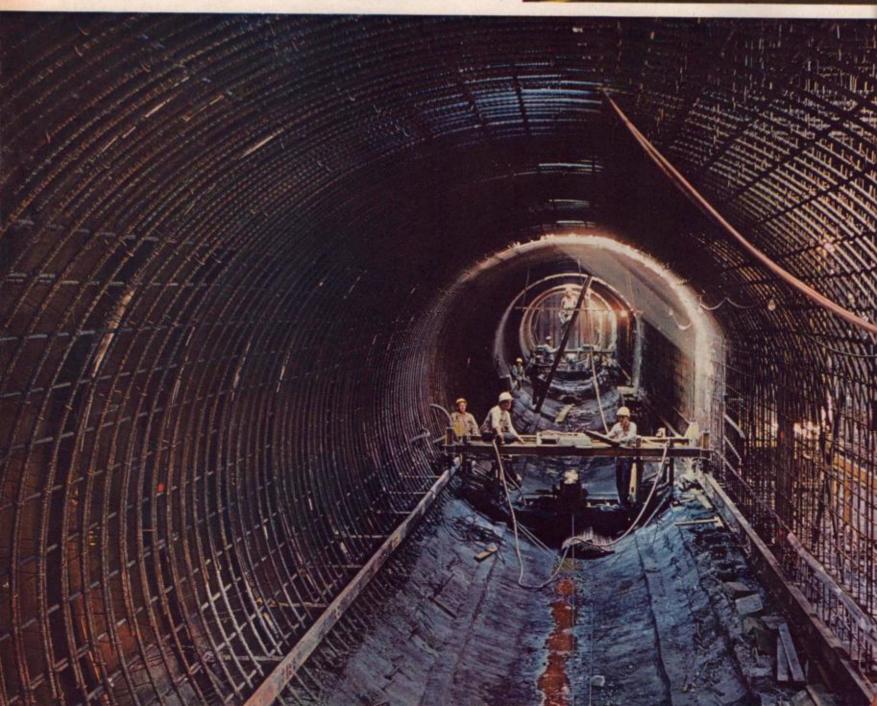


Bitterest Fight:

The gleaming aluminum car above is a prototype for the first large mass-transit system to be built in the U.S. in 50 years: the Bay Area Rapid Transit (BART) in the San Francisco area. Scheduled to open in 1969, BART will be 75 miles of elevated, surface and tunnel tracks (below is a section of the four-mile tube under the Bay) linking San Francisco

to Oakland and 13 other towns. BART's builders hope it will be so fast, so convenient, so economical and so plush (interior, right, has wide stuffed seats, carpets and no straps because everyone, say BART officials, will have a seat) that some 100,000 present commuters will be induced to leave cars at home to enjoy the 80-mph ride to the city.





New Mass Transit vs. More Highways





When former Soviet Premier Nikita Khrushchev visited the U.S. in 1959, he watched amazed as hundreds of cars jammed across San Francisco's Golden Gate Bridge on their way to work. "Why," he exclaimed, "there is only one man in most of those cars!"

The absurd inefficiency of a 4.000-pound, 350-horsepower vehicle with a mere 200-pound payload apparently struck Khrushchev as the height of capitalistic decadence. Yet his observation pointed up the prime barrier facing developers of U.S. urban mass transit: the average American's love for his car. He will endure stifling exhaust fumes, dense traffic jams and exorbitant parking fees for the privilege of traveling door to door in private. Eight out of every 10 U.S. commuters use their cars. Mass transit is considered chiefly the unhappy recourse of the less advantaged. As a result, the once extensive network of rail and bus commuter services-luxurious and relatively swift in their salad days is now in a state of advanced decay. The wondrous old East Coast trolley-stretching unbroken from New York to Portland, Maine-is long gone. Many newer cities, such as Houston, have almost no mass transit, and it is virtually impossible to get to work without a car.

Yet the auto's pressure on cities is reaching dangerous proportions. For those who were in Boston on Dec. 30, 1963, what happened seemed but a preview of horrors to come. That afternoon all city traffic ground to a complete halt in a giant traffic jam. It took police until 9 at night to untangle things.

A return to mass transit is an obvious solution: One track of transit can carry as many people as 20 lanes of highway and eliminate the need for downtown parking. Yet since 1956 the federal government has spent 100 times more money on highways than on mass transit. Over the years the American's affinity for his car spawned an intensely effective highway lobby-a well-organized group of producers of cars, oil and tires, as well as auto clubs, the highway construction industry, and thousands of politically appointed highway officials. The lobby never ceases to point out it represents annual sales of \$70 billion, 10% of the gross national product, and employs 12 million people.

The great achievement of this group is the highway trust fund, which gets 4¢ from every gallon of gas sold. This fund finances 90% of the Interstate Highway System, which President Eisenhower called "the greatest publicworks program in history." It has, indeed, produced magnificent expanses of smooth, safe road across the countryside. But in the cities it has added to urban traffic problems by attracting many more cars than city traffic and parking systems can handle. The situation will get worse. The highway program will spend \$50 billion (half in urban areas) on 41,000 miles of new highway by the end of 1972. Since all gas buyers pay the tax, one expert estimates the typical rushhour motorist on a costly, extrawide urban expressway actually receives a subsidy of 10¢ a mile enough to pay for oil, gas and car depreciation.

Critics point out that while highways are paid for by mandatory taxes, mass transit-railroads, subways, bus lines-has been forced to pay its own way and also make a profit, a difficult job for a highly capitalized service fully utilized only a few hours a day. Railroads actually pay \$200 million a year in property taxes. Many cities have had to take over operation of ailing transit facilities, but have been reluctant to spend scarce local funds for modernization. Thus, existing mass transit becomes ever shoddier and less attractive to drivers.

Meanwhile, huge chunks of revenue-producing downtown land are being eaten up: between 1962 and 1972, an amount of U.S. land equaling the combined areas of Washington, Boston, San Francisco and Buffalo will be covered with concrete. Over 50% of the total area of sprawling Los Angeles already is either streets, highways or parking lots. "Soon there will be no point in going anywhere," shrugs one transit expert, "because everywhere will be covered with concrete for getting there."

he concrete invasion has opponents, though mostly for esthetic reasons. In San Francisco, protest halted one elevated freeway in midconstruction. The fiercest fight is in New Orleans. Highway forces, aided by local political and commercial interests, are trying to build a six-lane elevated highway smack through Jackson Square, the city's most famous landmark. Says City Councilman James Moreau, a former Marine who is leading an angry pack of dissidents, "Highways can destroy our country as permanently as bombs."

By contrast, Philadelphia, where only one expressway has so far been allowed into the city, 72% of commuters use the financially healthy transit system. Other cities have shown real progress. In Chicago, which took advantage of a 1964 law (though the total appropriation is now fixed at only \$525 million) permitting the federal government to pay up to two thirds the cost of new transit systems, a 70-mph rail system, called the "Skokie Swift," has attracted 7,000 daily riders against an expected 1,500. Next year Cleveland will open the country's first rapid transit from a downtown section to a major airport. And last week New York's Governor Rockefeller signed a bill that provides \$1 billion for state mass transit and sets up regional planning-a lack of which has impeded transit projects in many areas.

But most cities remain obdurately car-happy—Los Angeles most of all. Endless "feasibility studies" point out that the 17% of Los Angeles families-many in Wattswho do not own a car are virtually immobile. But nothing resembling mass transit has gotten beyond blueprints. Antitransit forces have hired Spencer-Roberts (the public relations firm that helped elect Ronald Reagan) to promote still more freeways. The area already has 400 miles of arteries; plans call for 1,500 more. In Detroit, the transit study is headed by a former official of the state highway department who readily warns mass transit "may be difficult to justify."

In the face of substantial public apathy and bureaucratic reluctance, San Francisco's Bay Area Rapid Transit (BART) has loomed as the great hope of the masstransit forces. Yet BART has been beset by lawsuits, angry resignations, disputes over esthetic design and costs escalating to \$1.2 billion. Of the total BART cost the federal government has kicked in only \$26 million so far. But at least BART is being built.

In other cities, meanwhile, the love of man for car may be turning into a feeling of entrapment as he waits anxiously in commuter traffic for the car ahead to move. There is no shortage of ideas for mass-transit solutions. The technology for a great revolution has long been ready. "The subject of mass transit has been studied almost to death by technical experts," says a transit official. "It's time for the politicians to get moving on their responsibilities."

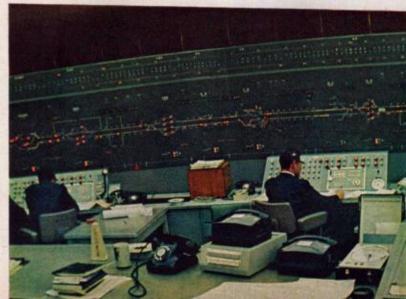
CHRIS WELLES



Highballing past the base of Mt. Fuji on its 130-mph sprint from To-kyo to Osaka, the svelte Japanese passenger train Tokaido may herald a world renaissance in rail travel. In two years the government-owned electric train, which covers the 300 miles of uncurved track from Tokyo to Osaka in three hours, has already recaptured a substantial percentage of Japan's domestic air traffic. Every facet of the train's operation, from passenger seating to speed, is charted

by computers in a Tokyo control room (right). The motorman just accelerates to the determined speed, then watches the countryside blur by. A first step in this direction in the U.S. is due this summer when the experimental Northeast Corridor project begins running 100-plus-mph trains over regular tracks from Washington to Boston. The specially built trains will be operated by the Pennsylvania Railroad and the New York, New Haven and Hartford Railroad.

'Computer Express' Roars Past Fuji









250 miles an hour on a cushion of air—

Whooshing down a concrete track outside of Paris, its turboprop engine protruding like a huge parking meter, is the French Aerotrain. The idea is to attain ground speeds comparable to air speeds for intermediate-distance travel. This train, built by a French firm with government backing, can do up to 250 mph, riding on a mi-nute cushion of air above the concrete monorail. Hovercraft, which operate on the same principle over water, are in operation on the English Channel and in Alaska. France plans an 84-passenger experimental Aerotrain running between Paris and Orléans by 1970. But first they must placate trackside farmers, who complain the noise rattles their livestock.

-or through a tube at 500 miles an hour

Farthest-out proposal made yet for high-speed ground transportation is the "tube train." Scientists at Rensselaer Polytechnic Institute are at work on one (shown inside and outside at right) which, like the Aerotrain, would ride on a cushion of air. When air is sucked in through an intake jet and thrust to the rear, the train can reach speeds of 500 mph and up. The tubes could be located either above ground or underneath it. California Scientist Larry Edwards favors a similar tube, only his train would be powered by pneumatic pressure, such as department store or officemessage tubes. The same method was tried in the first New York subway 97 years ago, before the system was replaced by elevated trains.







Panorama of Moscow celebrating May Day

It was May Day in Moscow's Red Square. Before the parade passed the reviewing stand high on Lenin's tomb, Marshal Grechko, new minister of defense (in car closest to stand), exchanged salutes with the parade commander. Chinese diplomats walked out when Grechko criticized them. In this extraordinary panorama, from left, are Kremlin wall, National Hotel in background, twin-spired Historical Museum, Moskva Hotel with cranes above, and banner-draped GUM department store.







A king on display, an ex-premier under arrest

A prisoner of the military coup which seized Greece (LIFE, May 5), 79-year-old former Premier George Papandreou (left) sat disconsolately in his bed in an Athens military hospital. Meanwhile, at far left, King Constantine, in a general's uniform, made a show of solidarity with the military. On his first day of public appearances since the coup, he cracked eggs at the Royal Guard barracks in traditional Orthodox Easter ceremony.

After 116 Years, a Plump Little Dutch Prince

Do not suppose that the patience of the Dutch is celebrated without cause. Holland's royal House of Orange, which is Europe's oldest reigning dynasty, and one of its richest, has endured for 400 years despite an infirmity that could be considered as remarkable, in its own odd way, as the famous Habsburg jaw, or even the disposition of the Bourbons toward hemophilia. The problem of the House of Orange is an astonishing infecundity. Prince Philip William, who ruled Holland from 1584 to 1618, had no children and the crown passed to his half brother, who also had no children. And so -with frequent lapses, to be sure. in which the royal family did have children-it went. In this century, Holland's royal family has, in fact, produced an abundance of children, but all of them girls. One queen has succeeded another. Wilhelmina produced Juliana, the present monarch, and Juliana— Juliana has had four children. Girls, of course.

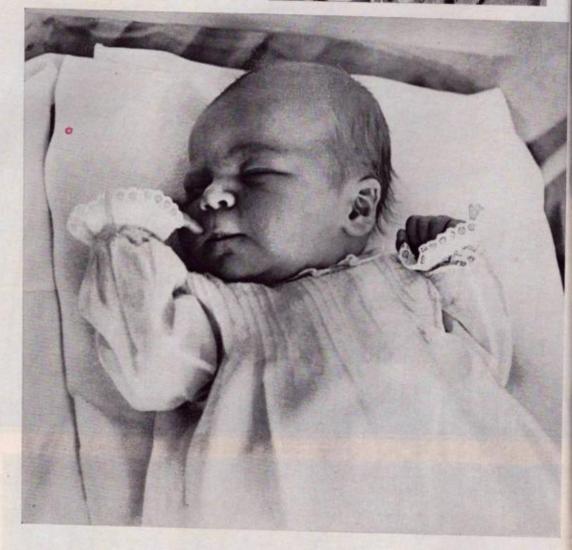
So that's how things stood till now. Two weeks ago, to the astonishment of all Holland, Princess Beatrix, Juliana's daughter and heiress to the throne, gave birth not to a princess but to a bona fide plump little prince: Willem Alexander, 8 lbs. 6 oz., the first boy born to the family in 116 years.

Alexander, who presumably will be king one day, probably has saved the House of Orange from the fate the Habsburgs endured in Austria, in 1918, and the Bourbons in Spain, in 1931. A beerdrinking, determinedly patriarchal people with a fondness for puffing on clay pipes, the Dutch have not suffered the inadequacies of their rulers in silence. Their fondness for republicanism has grown stronger, their parliament more assertive. An influential Dutch politician, who last year gave the House of Orange only 10 more years on the throne, sampled national sentiment last month and said: "Now it looks more like five."

Now it looks more like another 400.

t is not quite fair to say that Alexander has saved the monarchy. That honor, according to geneticists, belongs to his father, Prince Claus. "It has long been Unperturbed by protests, Claus and Beatrix beamed when their betrothal was announced in June 1965. They met in February 1965 at the Swiss skiing resort of Gstaad. Below is their new pride and joy, Prince Willem Alexander at one day, in a picture taken by his father, Prince Claus,





known," says Professor Landrum Shettles of Columbia University, "that the male governs the sex of the offspring." But what an extraordinary irony there is here! When he married Beatrix in March 1966, Claus was cast as the villain who would put the final kibosh on the House of Orange.

Claus von Amsberg, 40, was a German commoner and until his marriage a small-time civil servant in the West German diplomatic corps. The Dutch resented the marriage in part because he was a rabid sports car buff. The Dutch—well, they believe in basic transportation. They resented the marriage even more because Claus was poor. The only sports car he had been able to acquire before his marriage was a second-hand Porsche. By marrying Beatrix he acquired never-mind-how-many

spanking new sports cars—along with an \$85,000 annual stipend to be charged to Dutch taxpayers, and a claim on the \$100 million House of Orange fortune. A notoriously thrifty people, the Dutch would have preferred to see Beatrix marry somebody with money of his own, as did the Norwegian girl, not even of royal birth, who married a Rockefeller.

But what bothered Holland



The news all but broke up a state dinner when it was phoned in to Prince Consort Bernhard (above, right). "A boy!" he shouted, and jubilation reigned. Below, Claus holds his new son at the hospital while outside (right) crowds of students celebrate.



most—and not unreasonably—was that in 1944-45 Claus had worn the uniform of the Wehrmacht, and before that had been a member of the Hitler Youth. During the Occupation, German troops killed some 250,000 Dutch,



and the survivors have not forgotten it. "Sla de Mof op de Kop," Wilhelmina had advised her people on one occasion. It means: "Hit the Kraut on the head."

At the wedding last year the eight footmen aboard the golden coach in which Beatrix and Claus rode wore bulletproof vests under their colorful livery. Crowds who in other circumstances would have been shouting "Long live the

Queen" yelled "Long live the Republic," and lobbed smoke bombs.

There are no smoke bombs going off now; those explosions you hear in the background are fireworks. Bands play, and stolid Dutch burghers dance in the streets. The crowds which would not come out with "Long live the Queen" now jam the area before the palace in Amsterdam to shout, "Long live the little Prince, long

live the House of Orange." In Dutch it has real snap.

Dutchmen now say flatly, "The monarchy is saved!" As stories of princes and princesses will, therefore, this one ends with the assurance that everybody is to live happily ever after. All this, however, may depend on young Alexander. One thing sure, it depends on his ability to produce heirs.

STEPHEN MAHONEY

The Presidency

More at home with the have-nots

A season of frantic presidential travel has brought home some provocative truths about Lyndon Johnson: that he is more at home in the undeveloped areas than he is in the advanced societies; that the Mekong River Valley presents problems that are closer to his heart than the Rhine; and that the political dialogue in Europe is not nearly so compelling for him as the talk in Uruguay and the Philippines.

Any hint of this in the White House is met with heated denials that the President ever shows partiality to any parts of the globe at the expense of others. But it is not possible any longer to mask the fact that Johnson is usually uneasy and often bored with the intricate palace politics of Europe. As long as he is the President, barring totally unforeseen circumstances, the backward countries will come first with him. There are several reasons.

The first, of course, is the war in Vietnam. Johnson's mild indifference to Europe can be no more maddening to Europeans than their attitudes are to L.B.J.: their lack of understanding, as he sees it,

about the conflict and what a basic struggle it is, both for civilization and for L.B.J.'s political life. The President's feelings could be read in his face a fortnight ago. One day in Germany his lips were pressed together and his mien somber, as he tried to persuade West Germany's Chancellor Kurt Georg Kiesinger to show more concern for the downtrodden, and to realize why the U.S. might have to cut its NATO forces to help its Asian effort. A few hours later, back in the U.S., his face was alight at the words of General William Westmoreland, who promised with the purest of patriotic fervor to uphold the American commitment to a small. confused nation-to fight to bring the good life to millions of people ravaged by war.

The problems of Europe are not the kind that appeal to the populist inclinations of President Johnson. All his life he has waged his most energetic battles for the fundamentals of the better life, like cheap power, nutritious food, universal medical care and education. He has feeling and conviction when he talks these things over with the leaders of Asia and Latin America who so desperately need them. But nuclear proliferation, NATO strategic considerations and Common Market dilemmas are so complex and so entwined with the sensitive national feelings and the mounting egos of the European leaders that the action-oriented Johnson cannot altogether hide his impatience. There is no place in Europe where Johnson can stand on a hilltop, as he did last fall in Korea, and overwhelm a village elder with visions of a power grid down the old gentleman's valley. The view from the Rhine highlands was a forest of antennas and high-tension lines. There the problem hoils down to how to make a good life better. That Johnson does not care to deal with such sophisticated problems abroad is a solid fact. But that he does not understand them is a risky assumption. He inevitably absorbs more than he lets on. Still, he is never very mysterious about his priorities.

a spare minute or two to think about such things, he compares Europe with his older daughter Lynda, who is 23. It is time for her to be on her own-she can now help herself and can even turn and help others. To the President the backward countries are like the new grandchild expected this spring from his younger daughter Luci. That infant will need most of the attention and care.

Vietnam, of course, would be Johnson's main problem no matter how he was personally inclined: he is stuck with it. And he is admired and more warmly received in Asia and Latin America because the U.S. presence and help is urgently needed there. Europe does not need the U.S. nearly so much, and it shows an irritating independence. This might be mitigated if Europeans also showed more warmth for Johnson. But except for Harold Wilson's geniality and a few kind words from West Germany's President Heinrich Lübke, there was not much comfort for the President during his three days in Germany. Although Johnson and Charles de Gaulle sat with their shoulders rubbing during the Requiem for Konrad Adenauer, they were at least a couple of light-years apart, and none of the posed handclasps so widely pictured brought them closer. There was a persistent background comparison between the President and Vice President Hubert Humphrey, who had just finished the European circuit. Humphrey was the choice of many influential Europeans with their highly developed intellectual palates -they were pleased by the Vice President's wide-ranging knowledge and delighted by his wry wit.

It can be argued-and is by many presidential scholars-that the man in the White House does not have a great deal of choice about the problems he gets or even how to deal with them. Perhaps that is so, but the Presidency still is a highly personal office. What pleases and placates, what intrigues and gratifies, what stimulates and flatters the man in the Oval Office subtly regulates the push and the priorities in the affairs of state that in the long run shape the era.

Sometimes these evenings when he has



In Korea last fall, L.B.J. was in his element, receiving from a village elder a painting showing how U.S. aid had helped villagers boost rice crop.



You only have to call them once when there's Chicken Noodle Soup for lunch

This lunch will never get cold waiting! Campbell's Chicken Noodle Soup is the children's own special favorite. They love those generous plump noodles. That tasty chicken broth. Those bite-size chunks of tender chicken. Want your children to come running? Reach for the Campbell's. It's right on your shelf.



IT'S THE SENTIMENTAL Has "THE GIFT THAT KEEPS

Gifts for mother: The Informer (A) clock radio wakes you to music (from FM or AM radio) or buzzer alarm; illuminated dial glows in the dark. New portable Color TV (B) the Headliner has big power, big 102-sq. in. rectangular picture specially designed for personal viewing. Only \$329.95.*

Gifts for dad: Give him the Beanbag (C) AM radio that's weighted to stay put wherever he puts it. Or add color to his life with the big, beautiful Adair (D) Color TV. Family-sized 180-sq. in. rectangular picture. RCA solid copper circuits for reliability. Powerful 21,500-volt New Vista® color chassis.



Season...& RCA VICTOR ON GIVING" The Most Trusted Name in Electronics

Gifts for the bride: The Standout FM-AM radio (E) is RCA Victor's newest for high performance. The Refrain (F) is portable stereo that's easy on the budget. Has two 5" oval speakers. The Trimette (G) and Modernist (H) offer 20,000-volt+ chassis, 172-sq. in. rectangular pictures.

Gifts for the graduate: The Dandy (I) is a value-priced FM-AM table radio with big performance. Only \$29.95.* The Nimble (J) has power and tuner to pull in the signal sharp and clear. 71-sq. in. rectangular picture. Only \$99.95.* The Minikin Jr. (K) has a 38-sq. in. rectangular picture, 3-way power. *Optional with dealer †Design average







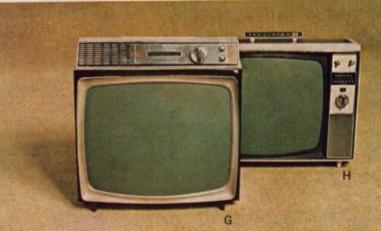
















Will you pay the price of a Cadillac . . . and not get one?

Literally thousands of people are driving cars that cost as much as a Cadillac—yet provide far less in motoring satisfaction, distinction and lasting value. A few minutes with an authorized Cadillac dealer and a few miles at the wheel of a Cadillac can prevent you from making an

unnecessary compromise. The fact is, if you're planning to buy in the medium price range, an investigation could show that you are very close to a Cadillac in cost. And it is generally acknowledged that a Cadillac holds its value so well that it actually costs less to own than many lower

priced cars. Right now, your authorized dealer has a fine selection of models and colors—with all the advanced engineering, superb performance and many safety features that make a Cadillac a Cadillac. Every year you wait is costing you its price in personal pleasure and satisfaction.



Your Cadillac dealer has the answer.

The Mark of Zorthian



On trip into field, Zorthian converses in sign language with woman in Binh Dinh.

Saigon, get out in the field.
You'll be excited about what
we're doing there. You
feel renewed, confident.

The U.S. civilian with the toughest job in Vietnam is a burly 46-year-old Armenian-born former Marine named Barry Zorthian. Others have to fight the war but Zorthian, as the on-the-scene boss of U.S. public relations and psychological warfare in the country, has to explain it—to the American press, to a disturbed and often skeptical world, but most important, to the Vietnamese themselves (above). The wide latitude Washington has given Zorthian and the burning conviction, energy and sheer physical courage he

brings to the job have marked him as one of the most powerful Americans in Vietnam and have won him the nickname Zorro. By sparing no effort to keep himself informed and by releasing far more unvarnished information than his predecessors ever could, the hard-driving Zorro, himself a former newspaper reporter, has won the respect of an initially cynical press corps. "I am a communicator," he says. "I believe in what the U.S. is doing here. We are trying to help the Vietnamese ignite a social revolution."





At a reception which he gave in Saigon for some visitors from the U.S., Zorthian regales his Vietnamese and U.S. guests.

I'd like to get everybody to come to Vietnam. I don't know a person who has spent a few weeks who has not been impressed.

Touring north of Saigon, Zorthian and his guard pause amid well-tended paddies.

This is an old Vietminh province. It's got everything going on. I find it a good place to get a cross section of the war.

Sprawled in his office, Zorthian confers with John Stuart, his counselor for press affairs.

Government and press interests always are in conflict. Sometimes I wish we could control the press, but it's good that we cannot.





Colorful Spring Outfit. Less than \$20.

It's all there.

Everything to catch the colors of spring. Beautifully, and so easily.

There's the famous Kodak Instamatic 104 camera that loads instantly. No threading. No fumbling.

There's the Kodak color film you just drop in. And the pictures you get—beautiful, sharp, full-size color snapshots.

Color slides, too, when you want them. Or black-and-white snaps.

And then there's that great little flashcube. Indoors, just pop it on for four great flash pictures without touching a bulb.

All this in a camera so compact you'll take it with you wherever you go.

There are other Kodak spring outfits at other prices.

See them all at your Kodak dealer's.

He'll outfit you in style.

The Kodak Instamatic 104 camera.

'Barry works twice as hard because he



Before war map in JUSPAO building in Saigon, Zorthian joins General Westmoreland, whom he talks to several times a day, for a briefing session.

am convinced," says Barry Zorthian, "that we will succeed in Vietnam." He states this from a unique vantage point: he has served in Saigon longer than any other senior American official but General Westmoreland, and in the process he has outlasted two U.S. ambassadors and lived through five Saigon governments.

Zorthian's 500-man organization, the Joint United States Public Affairs Office (JUSPAO), is small beside Westmoreland's 435,-000-man army. But the mark of Zorro has been left on everything from pacification to police forces to refugee programs to the local press. Few major U.S. decisions are reached in Saigon without his approval. "Everyone here talks about Vietnam, but Zorthian is listened to," says one colleague, "because he knows the score."

When Zorthian arrived in Victnam in February 1964, few gave him much chance of success. The psychological-warfare campaign against the Vietcong was in a state of collapse. President Diem had fallen, and a power struggle was in progress. With the Vietcong virtually unchecked and growing stronger every day, the U.S. military, the Agency for International Development and the U.S. Information Service were feuding over who should control the "Psy War" among the dispirited and demoralized South Vietnamese.

"The present political situation looks awfully calm compared to then," Zorthian says. "Every day was a crisis day."

hose who predicted failure for Zorthian misjudged him. "Barry," says a friend, "works twice as hard as anyone else because he thinks he was born two steps behind." He was born in Kutahya, in what is now central Anatolia, Turkey. His father, an Armenian writer, fled the 1921 massacres of Armenians and took Barry, 11/2, to America, settling in New Haven, Conn. The elder Zorthian began a new life as a pants-presser and instilled in Barry and his two brothers the traditional Armenian respect for learning. A brilliant school record put Barry into Yale. Graduated in 1941, he became a reporter in New

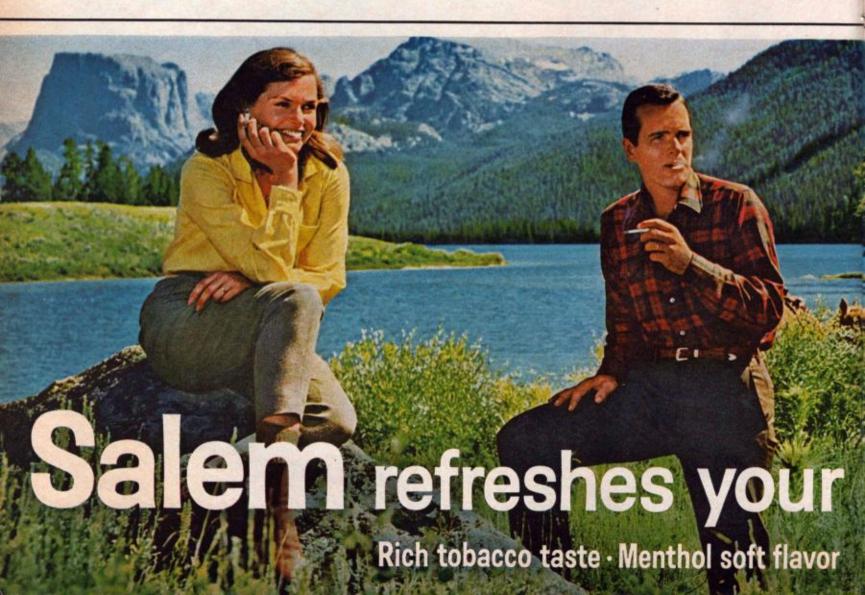
York, then rushed to a Marine recruiting office when the Japanese bombed Pearl Harbor. He fought his way all through the Pacific.

A major at war's end, Zorthian returned to his newspapering, then joined the newborn Voice of America as a radio news writer. Nine years later he had risen to No. 2 man in the Voice, only to quit to take a job with the U.S. Information Agency's post in India.

That decision was the turning point of his career. As one friend says of that period, "He's a great talker, and I think the Indians finally met someone who could talk longer and argue better than they could. They were charmed." Also pleased were the journalists he dealt with, who found his frankness a happy change of pace from the rounds of "no comment."

Washington was taking notice too, and Carl T. Rowan, then the director of the USIA, decided he was just the man to take charge of the badly frayed public-relations and psychological-warfare campaign in Vietnam.

His first job in the new post was to win the confidence of the U.S.



thinks he was born two steps behind'

press corps in Saigon where, as one correspondent recalls it, "the credibility gap was invented." Zorthian tackled the problem characteristically. He released what seemed by comparison a floodtide of information for the correspondents. Arguing with associates that "we cannot exist without reality as a base," he told the press that "if I cannot talk about something, I simply don't talk about it. But I have never lied to the press."

Today Zorthian's word is one of the unsullied few in Saigon. Thus, when Ramparts magazine said the U.S. and its allies had caused "at least a million child casualties since 1961," Zorthian's rejoinder was received with respect by most correspondents. He called the report a "fantasia" and pointed out that the U.S. is now making a serious statistical effort to keep track of civilian casualties, which inevitably are rising.

Zorthian thinks almost everybody should be serving in Vietnam. "The priority is here," he's fond of saying. "This war requires the best we have; the nation's interest must come first." Although he's quick to praise other U.S. organizations in Saigon, he is convinced that his own outfit is the best. JUSPAO this year will spend more than \$10 million waging psychological war. Its Vietnamese and American employes are everywhere using a bagful of psychological weapons on the Vietcong.

At night planes with Zorro's people aboard drone over enemy positions playing funeral music, then broadcast a child's voice crying in Vietnamese, "Daddy, Daddy, please come home." Before Zorro's plane wings off, thousands of safe-conduct passes get dropped to the V.C.'s jungle lair. On the ground Zorro's 36-man armed propaganda teams move silently into Vietcong villages. Using the Communists' own techniques, at times they round up peasants at gunpoint for propaganda lectures, at other times slip into a village to kill a sleeping V.C. cadre.

Others of Zorthian's forces help the Vietnamese government tell its story to the Vietnamese by handing out soap, pens and other gifts wrapped in South Vietnam's colors; by printing propaganda leaflets, preparing dozens of hours of Vietnamese broadcasts, and even by paying actors to visit hamlets with shows in which the good guy is always the government official and the bad guy the Vietcong.

No project cheers Zorro more than the Chieu Hoi (Open Arms) program of the Vietnamese to give amnesty to any Vietcong who "rallies" (defects) to the government. Of some 20,000 ralliers thus far, at least a third credit Zorthian's psy-war appeals.

Zorthian has one brooding regret about his post: the enforced separation from his wife and two children. To be near him they have taken up residence in the Philippines, north of Manila, and he visits them about once every three months. At times he has considered resigning, or seeking "a nice quiet decompression" post.

"But," he admits, "this thing is

"But," he admits, "this thing is in its second half now—or maybe its second quarter—and I want to be around when it's over."

MAYNARD PARKER



Zorthian's wife and two children are living now in the Philippines to be near him. Here, on one of his visits, he and Margaret happily take a stroll.





Charlie Smathers drove 250 miles on his vacation. (His car was never out of the garage.)

When you want trout, you go where the trout hang out. And no scheduled airline can take you right to the edge of that remote mountain stream.

But Charlie untangled that snag. He simply asked his Travel Agent to

handle the whole trip.

First they put him aboard a big United Jet (charged the ticket on his United Personal Travel Credit Card). Then he polished off a six-course sirloin steak lunch. He took a short nap.

When he awoke at his destination,

Agent had reserved for him (charged that, too). Charlie just piled his gear in the car and headed for that stream.

Now he's home, proud as punch, after discovering a new part of America... without backing his own car out of the garage. All thanks to the airline which flies to more of America, more often, with more jets, than any other.

Charlie loves to brag about United.

Between fish stories, that is.

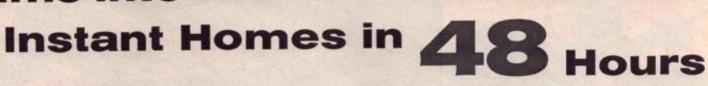


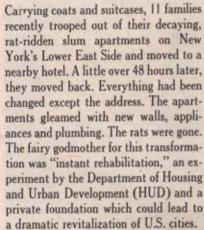
fly the friendly skies of United.

Eleven-year-old Hector Davila takes last look from family's shabby railroad flat. Walls and windows are marked to direct wreckers.

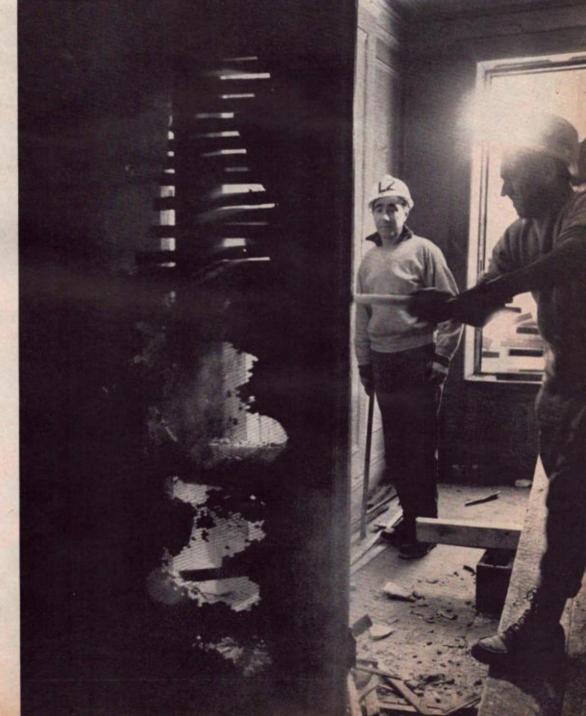
BUSINESS

Out of Slums into





Until now, most urban renewal has been done with wrecking balls and bulldozers. The resultant high-rent buildings which replace the tenements have caused the old tenants to leave the area-for new slums. Rehabilitation, where feasible, preserves old neighborhoods with minimal dislocations and at one half the cost of new buildings. Yet, despite existing federal programs, risking big sums to fix up low-rent apartments has not been attractive to private capital. Now many plans are being proposed to lure private technology with federal financing, tax incentives, and rent subsidies for low-income tenants. Several large corporations have begun test projects of their own (see p. 60). With five million substandard homes in U.S. cities, slum rehabilitation represents a potential \$50 billion market.



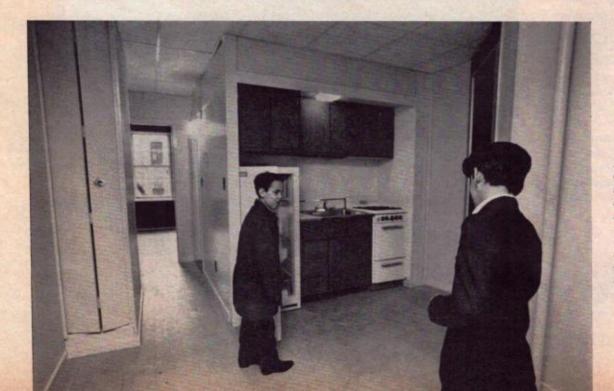
Wreckers move in to smash interior of Davila flat, prior to arrival of carpenters (next page). All debris is chuted down to trucks.



While supervisor with walkietalkie directs crane on street below, preassembled "cores" of kitchen and bathroom units are lowered through a shaft cut into the building's floors.



Through the roof, new kitchens and bathrooms



Monitored by closed-circuit TV and directed by "systems" techniques which divide rehab into minute-by-minute schedule, workmen—there were 250 in all—install adjustable windows and plastic-coated floors and walls. After cores are stacked in shaft, utilities are hooked to water and electrical outlets.

Hector Davila and brother Gregory, 8 (left), examine their new kitchen. In addition to fixing up the apartment, the crew exterminated roaches and rats. The 15 units in the 72-year-old building were completely renovated in 47 hours, 52 minutes—eight minutes ahead of schedule.

veryspecial



No tire does more to protect the very special people in your life than the famous General Dual 90.*

Because we designed this great safety tire to protect your loved ones, your little ones—and you. That's why Dual 90s seal punctures automatically, as you drive. Why Dual 90s—and only Dual 90s—give you the all-weather stopping traction of exclusive dual-traction tread. And why Dual 90s deliver

General's maximum protection against blowouts.

If you think very special people like yours deserve very special tires like ours, make a date today to see your General Tire Specialist.

The Dual 90 way of Life





This tiny, new Zenith hearing aid is the sound of

Big Ben,
the Indianapolis 500,
Aida,
Malibu Beach,
Beethoven's 5th,
the 5 o'clock rush,
Opening night,
"Play ball",
clocks ticking,
a puppy's whimper,
the coffee perking,
soft summer rain,
and...
"I love you."

This is the size of sound. All the bright, beautiful, exciting, and delicious sounds of the world you live in.

Sounds you may not be hearing as well as you once did. Or hearing at all.

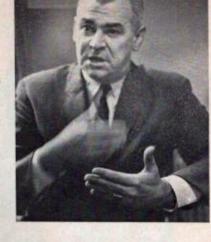
This is the size of an astonishing Zenith hearing aid. One of our 16 different models. So tiny, you wear it in your ear.

After you ask your Zenith dealer, listed in the Yellow Pages, about it, you may well call it a small miracle.

	dio Corp., Dept. 21S, 6501 W. Grand A	
Please send me y Zenith hearing aid	your booklet, "An Informative Guide I literature.	
Name.		
Address		
City	State	Zip.

In his office in Harlem tenement, Warren Obey, U.S. Gypsum's salesman turned project manager, discusses his hard-won insights as a de facto slum landlord.

Trials of the Man



from Big Business

n the same April morning that politicians were toasting the success of HUD's "instant rehab," Warren Obey sat at his desk in a dingy tenement 97 blocks uptown, gamely coping with another experiment in slum improvement—this one sponsored by private enterprise. By normal vocation, Obey is a salesman, and a good one. By chance, he has spent the past two years as a de facto slum landlord, building superintendent and father-confessor to this one block in East Harlem.

U.S. Gypsum, Obey's employer, had decided two years ago to try fixing up a slum area on its own-experimenting in the economic applications of its many building products to the potentially lucrative slum renewal field. It was the first major U.S. corporation to try such a project, and other firms are watching it closely. Many have sent representatives to visit Obey in his Harlem office. A few, like Armstrong Cork, have already tried experiments of their own. With the help of federal financing, Gypsum bought six crumbling tenements on East 102nd Street and placed Salesman Obey in charge of getting them rehabilitated—as quickly and cheaply as possible. A great many of his tasks, however, would be hard to find in a standard marketing manual.

When he first appeared on 102nd Street, Obey was greeted with complete suspicion. First, he represented Big Business; beyond that, his smooth-talking salesman's pitch was enunciating the same promise local politicians had made, and defaulted on, for years; improvement of the neighborhood, decent living conditions.

On one early occasion he was stunned to find himself surrounded by a gang of toughs, badly out of sorts because one of the buildings to be evacuated for rehabilitation housed their favorite pool hall. Police were nearby, depriving him of a critical chance to test his salesmanship. Most of his crises have been less dramatic—things like broken plumbing (with accompanying hysterical housewife), picked locks, roaches and rats in the unrehabilitated buildings and thermostats that didn't work in the apartments that had been refurbished.

"I'm a salesman and I like people," he insists. "That's what you need for this job." Customer sales techniques were less useful in Obey's inevitable dealings with City Hall bureaucracy. He chafed as the

Gypsum project was held up for weeks awaiting approval for use of a new moneysaving wallboard.

On another occasion, a minor official flabbergasted him by suggesting that Gypsum should install wood floors and elevators in the buildings. "Ten years from now, we'll talk about these," Obey sputtered. "But we're trying to put these apartments in shape for \$11,500 apiece. You've got to walk before you can run!" Relations with City Hall, he says, are much better now, due in no small part to the increased interest of politicians in slum rehabilitation.

Obey has also had his frustrations with labor unions, especially when Gypsum tried to introduce new methods and materials. A jurisdictional dispute between the electricians and carpenters over who would install new radiant-heat ceiling panels stalled the installation for four weeks. A citywide plumbers' strike held things up another six months.

bey, salesman that he is, remains optimistic that Gypsum—by this experiment
—will be able to lure more industry into
the slums. He talks enthusiastically of the
30 other tenements his firm will soon tackle in New York, Chicago and Cleveland.
He has become deeply involved in this
neighborhood, and he wonders aloud how
much these shiny new apartments will
affect its character. "You'll notice," he
says hopefully, "that the winos and addicts don't come around anymore."

"Sure," answers Zion Paige, who has lived for years in the neighborhood and works with the tenants. "But remember a lot of *important people* are coming up to inspect this project, and the police have their reputations to worry about too!"

Obey frowns: "But you know, Zion, I inspected No. 307 the other day, and out of 24 apartments only three tenants needed reprimanding. The people are buying new furniture, and they seem to care..."

The present project is scheduled for completion in July, at which time Gypsum will turn buildings and mortgages over to a neighborhood association. But Obey will go on to manage the rehabilitation of other U.S. Gypsum projects already lined up in East Harlem.

"After this," he shrugs, "selling would seem a little dull."

Now! America's best-tasting filter cigarette brings you a gift coupon (and it pays off 3 ways)



Today's Gas Range:



9 out of 10 professional chefs cook with gas. Would you like to know why? Read on!



Instant On-Instant Off

Only gas puts you in control. Goes on the instant you turn it on; off the instant you turn it off. No wait for the warm-up. No hang-over heat. Turn it up, turn it down, get immediate response.



Infinite Temperature Control

Gas gives you an infinite choice of temperatures, not just a few fixed dial settings. You can see the blue flame, adjust it, always know how much heat you're getting.

CHATEAU MODEL BY MAGIC CHEF

We'll bet you don't know the half of it.





The Center Simmer Burner Exclusive gas feature. Regular outer burner, a smaller burner in the center. Very flexible control. Audible click settings for maintaining a boil or for keep-warm temperature. Tailor the flame to suit size of utensil. Use center burner alone to keep food warm without further cooking.





The Burner-with-a-Brain* Precise thermostatic control. Dial heat you want—from 150° for melting to 400° for deep frying. When chosen heat is reached, flame regulates itself to hold that heat—with the unrivalled precision of gas.

Programmed Cooking

End oven-hovering, free yourself for other chores and interests.

DELAY-COOK-STOP SYSTEM—put food in oven, delay oven start for



hours (especially good for frozen meats). Oven starts and stops at preselected time.

COOK-HOLD SYSTEM—cooks meal for selected length of time, turns down to keep-warm temperature, holds meal without further cooking.

DELAY-COOK-HOLD SYSTEM—combines features of other systems—gives maximum flexibility.



Automatic Meat Thermometers

Take anxious guesswork out of roasting meats by measuring their internal temperature.

PROGRAMMED THERMOMETER—controls oven temperature in relation to internal temperature of meat. As meat approaches pre-selected degree of doneness, oven temperature gradually decreases until proper internal temperature is reached. Holds meat at serving temperature.

SIGNALLING THERMOMETER—signals by light, bell or buzzer when meat is done.

AUTOMATIC THERMOMETER shows internal temperature of meat. Signals when meat is done, then turns oven off automatically.



Rotisseries

Give you year-round barbecuing. Meat turns on rotating skewer, basting itself, browning evenly. Stays juicy and succulent.



Window and Mirrored Ovens

WINDOWED OVEN DOOR—lets you see into oven at all times.

MIRRORED OVEN DOOR—
a window when oven light is on.
When light is off, window becomes a mirror, reflects the beauty of your kitchen.



Smokeless Broiling

Gas lets you broil with the broiler door closed. Closed-door gas broiling

keeps grease spatters, smoke inside broiler, where gas flame actually consumes them



Infra-red Broiling

Ultra-modern, high-speed broiling. Combines direct heat of flame with intense radiant heat from special metallic or ceramic burner. Gives fast, even browning plus juicy rareness.



Safety Sentry

No range is more dependable than today's gas range. For example, auto-

matic pilots light burners in ovens. In the unlikely event that a pilot goes out, the Safety Sentry instantly cuts off gas supply until pilot is relighted.

The Blue Star Certification of the American Gas Association proves that the design



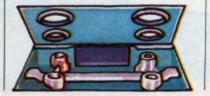
of the gas range you buy has passed hundreds of rigorous tests at the A.G.A. Laboratories—and has met exacting standards of safety, durability and performance approved by the United States of America Standards Institute.





Easy Cleaning

Easy cleaning is built right into today's gas range. Many have lift-up cooktops—areas around and beneath burners are completely accessible. Removable burners, oven doors and liners, too.





Wide Variety of Styles, Colors and Finishes

Choose a built-in, slide-in, free-stand-ing or eye-level range. Choose from dozens of handsome colors and finishes. Can

you get a modern gas range in avocado green? Stainless steel? Mediterranean blue? Coppertone? Of course you can! Whatever your taste, you'll find a style or model just right for your kitchen.





Gas makes the big difference





London's Smithfield market sells tons of Argentine beef, Dutch veal and mutton from New Zealand every day

The Great Food

Here are the marketplaces from London to Bangkok, crowded, colorful, the very air alive with fragrance and the jabber of bargaining, in many cities more exciting than museums or monuments. To stroll among stalls glistening with fish or bright with fruit, to walk on an avenue lined with meat, perhaps even to sample some pungent and unfamiliar cheese—this is a special way to discover a land and its people. Photographed by GORDON PARKS

Markets of the World

Bavarian wurst and radi, dispensed

For over a hundred years the citizens of Munich have gone to market beneath the spire of the Peterskirche, the city's oldest church. Every morning Bavarian farmers truck their fruits and vegetables to the Viktualienmarkt, where stalls shaded by striped umbrellas dot the square. Here men in Lederhosen and peasant women in sturdy green aprons transform this city of over a million into what guidebooks are fond of calling "Germany's largest village." Laughter punctuates the drone of business; the earthy saleswomen have a reputation for their wit.

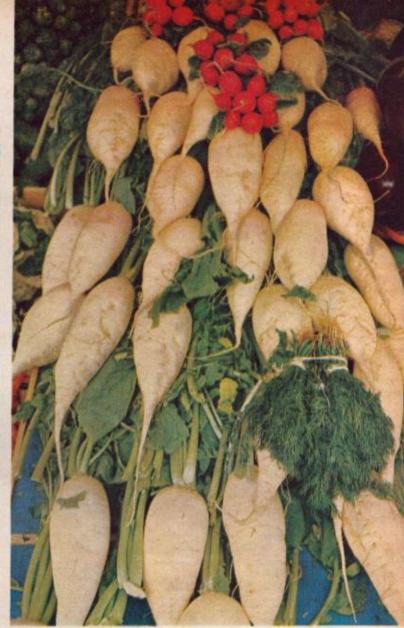
The stalls of the Viktualienmarkt may be heaped with vegetables, mostly hearty roots, and often the parsnips, onions, turnips are flanked by flaming bunches of zinnias and calendulas. Peppers, red, yellow and green, are sold at a stand where the scale is delicately garlanded in garlic (below). Everywhere are bunches of Munich's favorite appetizer, Radi, or radishes, small stinging red ones and cascades of large white ones, to be sliced and served with mounds of sour cream. A profusion of sausages festoons the meat stalls-Munich is Germany's sausage capital: Pfaelzerwurst, a spicy Bavarian specialty, fat Blutwurst and Bratwurst. The most popular of all is Weisswurst, a Munich concoction of veal flecked with fresh parsley, so perishable it must be eaten the day it is made, and, according to connoisseurs, "never after the bell tolls 12." It is sold hot for shoppers to eat with their fingers on the spot. Its delicate aroma mingles with the mouth-watering smell of pickles and sauerkraut temptingly exposed in open barrels to advertise themselves.

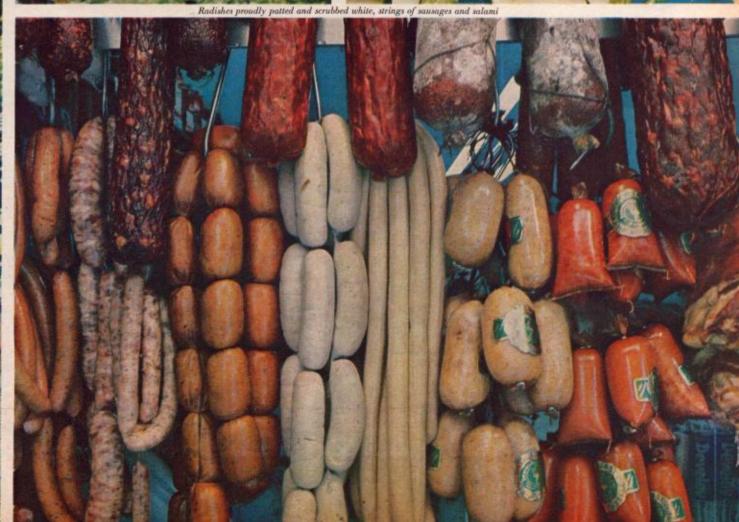




with peasant wit



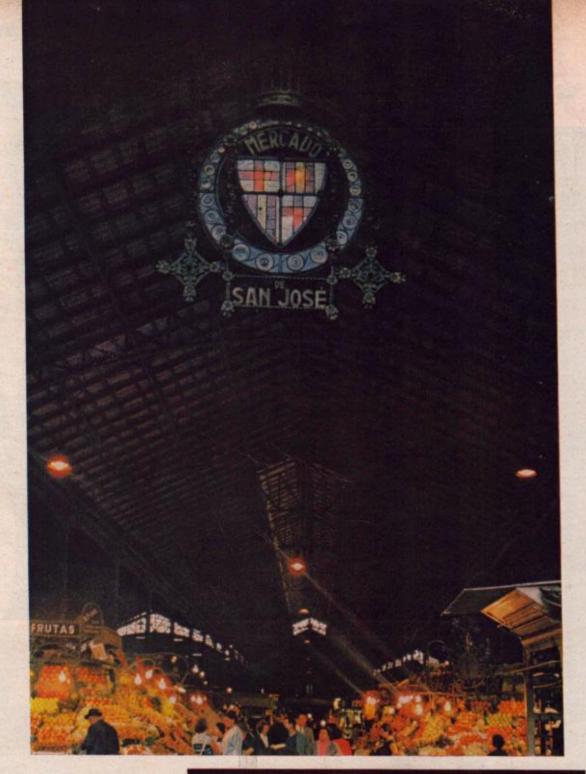




Entering Barcelona's Boqueria market is like stepping inside a cathedral. From its high vaulted roof, shafts of sunlight pierce the vastness. A round stained-glass shield, the seal of the province of Catalonia, glows like a rose window. The market is located at Rambia San José, in the fashionable center of the city. Barcelona housewives come here every morning, strolling leisurely through the Boqueria's aisles pushing baby carriages and surveying the elegant displays.

All paths in the Boqueria lead to the central fish stalls where cod and hake from the Atlantic are displayed with their tails curled around and held in their mouths. From the Mediterranean come the pale pink cigala, or crayfish, the large rose-colored calamar (squid) and the deep red gamba (shrimp) piled on crushed ice, Salesgirls call out the prices of the seafood, some of which will end up in zarzuela, a Barcelona fish stew flavored with brandy, cloves and garlie. Nearby, eggs are sold one by one from glass jars. The pork stalls are so densely draped with sausages that only the clerks' darting hands show behind the counters. On certain days there is toro de lidia, fresh from the bullring, a specialty in a country that considers aged beef to be for tourists.

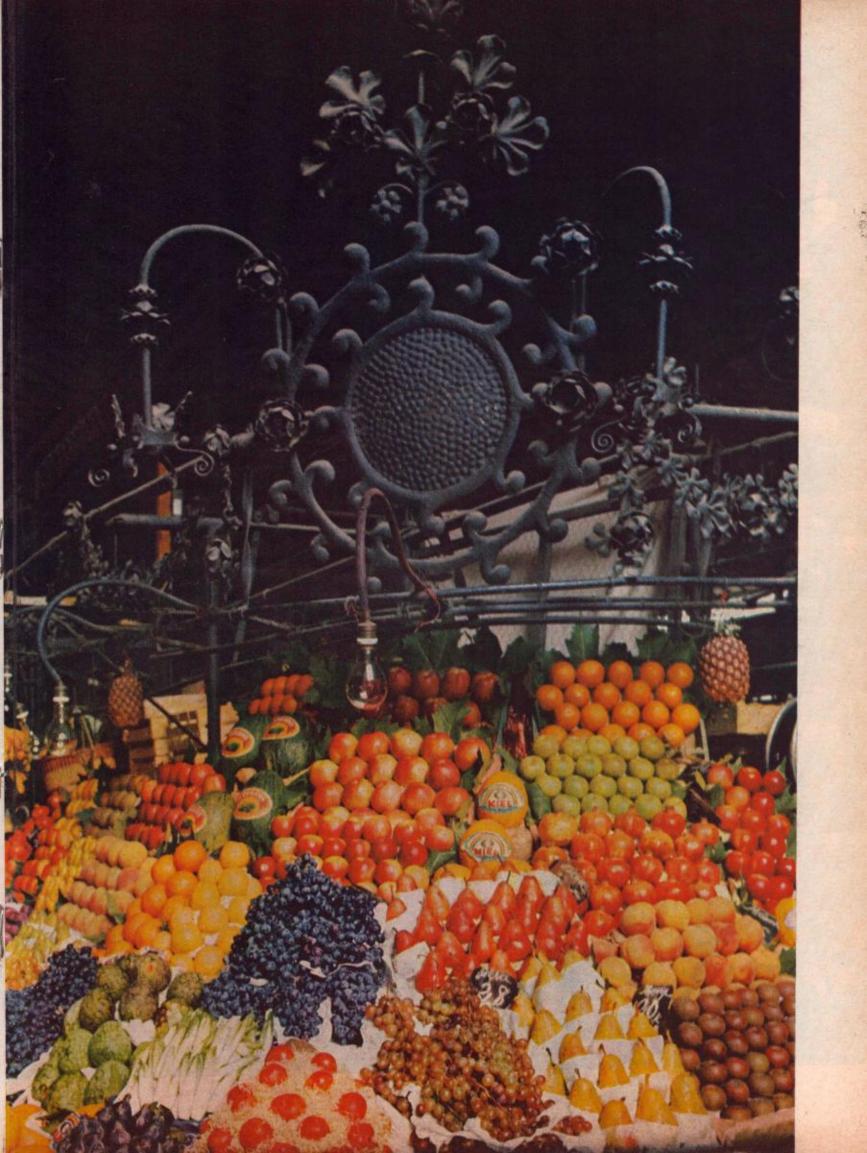
But it is the fruit and vegetable stands that give the Boqueria its special beauty. Piled high before the ornamental wrought-iron stands once used for gaslights are crops from the fertile plains of Catalonia: grapes, pears, melons, half a dozen varieties of apples, fleshy black figs. Tomatoes and pimientos, which the Spanish conquistadores brought home from the Americas, are here. In the Boqueria may also be found legacies of those who conquered Spain-from the Moors sacks of rice, almonds, tiny packets of saffron, and from an even earlier invader-the Romanscasks of olive oil and strings of garlic.



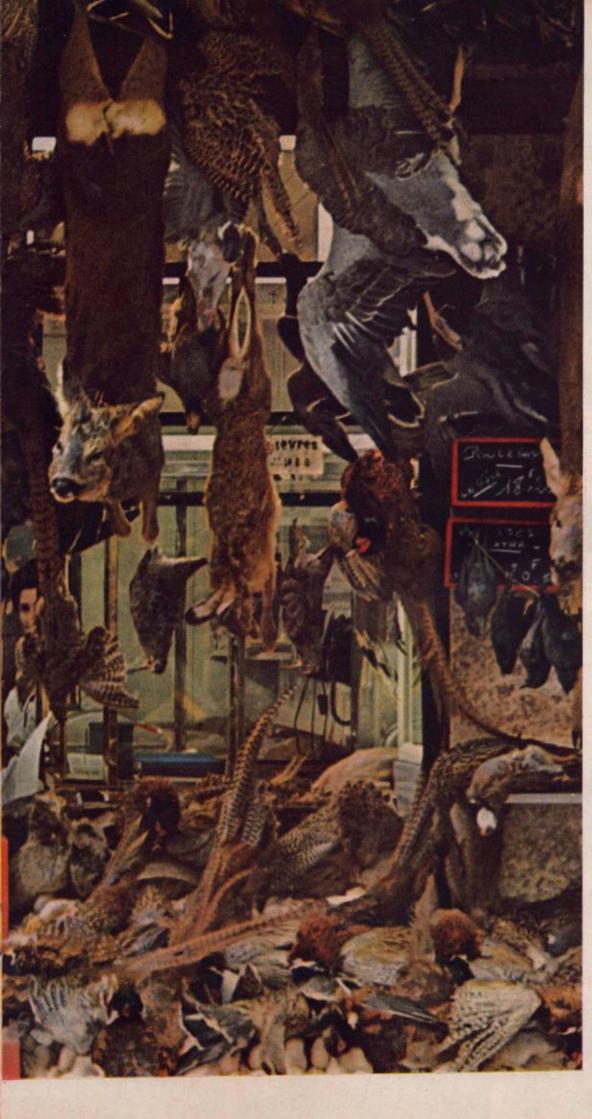




A Catalonian cathedral of plenty







A rich bag of game for gourmets

In France each November Masses are said to St. Hubert, the patron saint of hunters, with liveried trumpeters playing hunting horns. The family of Baron James de Rothschild stages stag hunts in the forest of Compiègne with the party dressed in blue-and-yellow habits—the Rothschild racing colors. De Gaulle frequently entertains at a pheasant shoot, although he never raises a gun himself. On a more modest scale two million Frenchmen annually take up la chasse.

Game is still-plentiful in heavily industrialized France, for the wellkept forests are rich feeding grounds. Much of the bag ends up in Paris markets-France is the land of haute cuisine, and game is hante cuisine at its most exalted. Here at La Poularde Saint Honoré, a shop near Les Halles, the soon-to-disappear old Paris market (page 82), the proprietor displays the variety available at the height of the season. Monsieur Victor, with Madame looking on, singles out the rarest of all French game: sanglier, or wild boar. Flanking the boar are wild faisans. As in the U.S., pheasants are now raised commercially in France, but connoisseurs disdain these. Hanging on either side of the pheasants are roebuck, slightly smaller than U.S. deer. They abound near Paris and may appear on menus as chevreuil. On the outside of the two deer are hare. Unlike rabbit, hare is a highly flavored darkmeated animal, commonly served as civet de lièvre, or jugged hare. Direetly above the hare are wild ducks. These are the same green-headed mallards common in the U.S. The small birds hanging beneath the hare are bécasse, or woodcock, considered the greatest of delicacies. When Queen Elizabeth once visited France, the woodcock season was extended for 10 days so that she might be served Suprême de Bécasse grand Siècle, breasts of woodcock prepared from a royal recipe. Heaped on the tables in the foreground are more pheasants, the most popular French game. But Monsieur Victor is willing to obtain any kind of game a Paris hostess or a fine restaurant might require, including partridge, thrush, blackbirds, teal, snipe or larks.

In Palermo's alleys, a market named

The Vucceria has been Palermo's main marketplace since the days when the Saracens were lords of Sicily. Its shops line a quarter-mile of narrow streets running uphill from the harbor. The market is aptly named. Vucceria means loud noise in Sicilian dialect, and the din is indeed intense. A blind beggar asks for alms. Two policemen in white uniforms collect tolls from unlicensed stalls. A lotteryticket vendor with dollar bills pinned to his shirt hawks the day's lucky numbers. Old women in black gossip, children flash in and out among the donkey-drawn-and occasionally Vespa-drawn-carts, All business is done under a fluttering canopy of laundry stretched above the street.

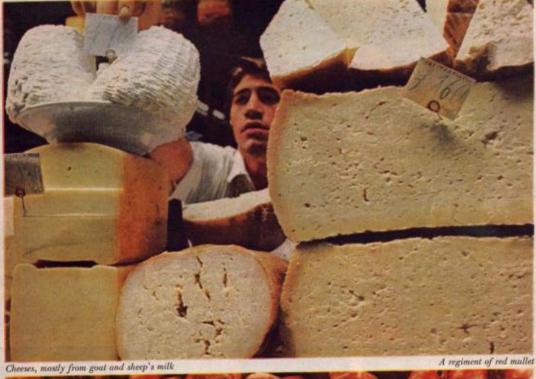
Vegetables and fruits are the gems of the Vucceria. Bright green cauliflower, each one an armful, are bizarre to eyes accustomed to the sight of a white vegetable that has been protected from the sun. Bees buzz around mountains of golden zibibbo grapes (below), each as big as a plum. Small red pomodori, the tomatoes most prized for tomato paste, and amethyst eggplants, some melon-sized, some as small as eggs, are stacked high, In one shop (top right) a pet rooster picks his way through strands of garlic past a curtain of drying bay leaves and sage. At another, cheese (center right) is stacked like building blocks. Soft ricotta di pecora, at top, is imprinted with the pattern of the wicker basket it was molded in. In the center is a wheel of provolone and, at right, wedges of canestrato recchio. Scampi, squid, snails, sardines and red mullet (bottom right) are packed in ice in large wicker baskets. Mullet is netted just off Palermo's shore and scaled immediately to deepen its brilliant crimson color,



loud noise









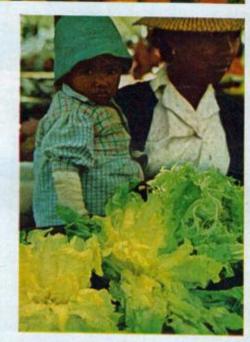




Potatoes and fresh lichees

Judging from the Zoma market in Tananarive, it is hard to believe that Madagascar is a poor country. The Zoma, which means Friday, is actually open every day of the week, its incredible variety of fruits and vegetables set out under a canopy of white umbrellas. The population of Madagascar is part African and part Asian, and the customers at the Zoma may be Malagasy women wearing traditional white lambas, or shawls, Indian women in brilliantly colored saris, Chinese women in long silk gowns. The pace is leisurely and the voices of the vendors are soft and melodious.

The crops on sale, beautiful enough for Paris' best gourmet shops (to which some are exported), grow in the tiny fertile pockets of "the great red island," so called because of its burned-over red soil. There are baskets of lichees (above), their nubbly red skins concealing translucent white flesh. Other stands display a dozen subtle shades of greenery-escarole (right), chicory, lettuce, leeks. As for fruits, only cherries refuse to grow in Madagascar-the climate is too warm. Yellow bananas, red plums, spotted mangoes, peaches, pears flourish and strawberries are picked eight months of the year. Beans are favorites with the Malagasy. They are called tsaramaso-"beautiful eyes" white limas, red and black beans. Mountains of lasary are for sale: raw strips of vegetables—cabbage, green beans and carrots-that have been unhurriedly sliced by the market women. They are meant to accompany the national dish, romazaraboiled beef, pork and anana, a mixture of green herbs and leaves. The Zoma also offers for sale wrought iron, carved zebu horns, household appliances and even semiprecious stones, such as quartz, amethyst and beryl.











Leeks







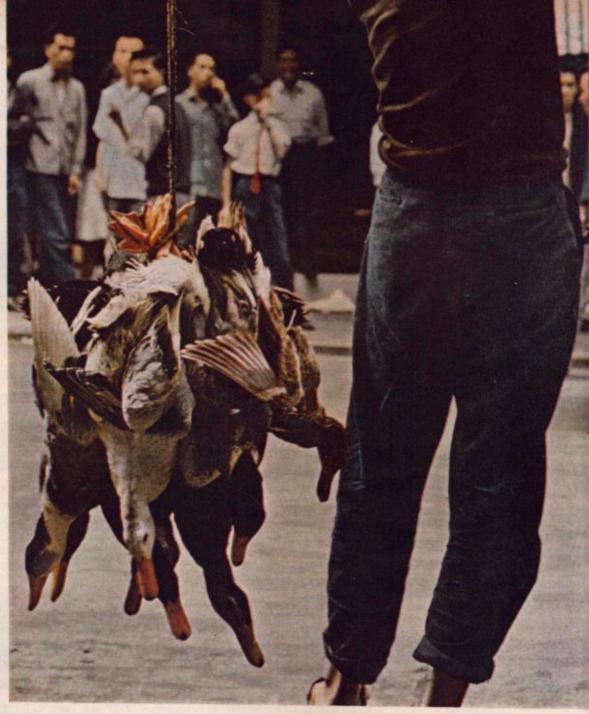
Dried beans

The tiny colony of Hong Kong is itself a gigantic marketplace. Chinese styles of cooking require the freshest possible ingredients, so that enormous amounts of food are bought and sold daily. Duck-at its finest slowroasted Peking style, with the meat and glazed skin served separatelymay be carried through the streets live (right), to be butchered at a restaurant. Duck can also be bought steamed and flattened (far right) for further cooking at home. Vegetables (below), which the Chinese always cook lightning fast, are by preference bought fresh.

An exception to the fetish for freshness is the Chinese attitude toward eggs. Black-and-white duck eggs (foreground, below, center) are a month old, preserved in a coating of ashes, salt and wine. Still runny, these are served steamed or in soups. More of a delicacy are the "thousand-year-old" eggs (background). Actually about two months old, similarly preserved and caked with rice husks, they are eaten uncooked as an appetizer.

Much of Hong Kong's fish comes from the village of Aberdeen (far right), where fishermen and their families live on junks and sampans that clog the harbor. Croakers, which the Chinese poetically call yellow flower fish, are laid out in the sun to dry.





In Hong Kong, only the eggs







Live Canton ducks Flat ducks and sausages

are old















Coiled hair-tall





On a Tokyo pier, a briny bazaar

The Japanese are the world's most assiduous fish eaters. They catch more edible fish than any country in the world, and Tokyo's Central Fish Market is the world's largest. It sprawls over 10 acres of the city, and 2,600 tons of fish, 170 varieties, are sold there every day. The most important catch, and Japan's favorite delicacy, is maguro-tuna. The maguro are laid out in rows on the wharves of the market (center), each tagged to show where and when it was caught, Starting at dawn, some 65,000 people converge on the market. Middlemen buy right off the docks, stamping their feet around bonfires to keep warm in the morning cold and peering at the fish with flashlights. Retailers, restaurateurs and even a few housewives make their purchases at the hundreds of stalls that line the market's giant shed. Pink shrimp, silvery shad, brilliant red bream, eels, snails, crab, squid-nearly everything that swims in the Western Pacific-are neatly arranged in wooden cases.

Since so much fish is eaten raw in Japan, freshness is critical, and the fresher the fish, the higher the price. Maguro and bream are choicest, but almost any fish can be used for sashimi, the raw fish slices served at the beginning of a formal meal. The Japanese have a passion for presenting food artistically, and the thin slices are decoratively arranged, then at the table dipped in shoyu (soy sauce) mixed with wasabi, a potent paste of fresh green horseradish. Sushi is another raw fish favorite, which prepared Tokyo-style consists of a piece of fish atop a small ball of rice seasoned with vinegar. The snack is usually enjoyed in sushi shops, not at home. Tempura, or fish deep fried in batter, uses mainly shrimp, squid and scallops. Sillago is used to make Japan's clear soup. Almost everyone in Japan eats fish at least once a day.



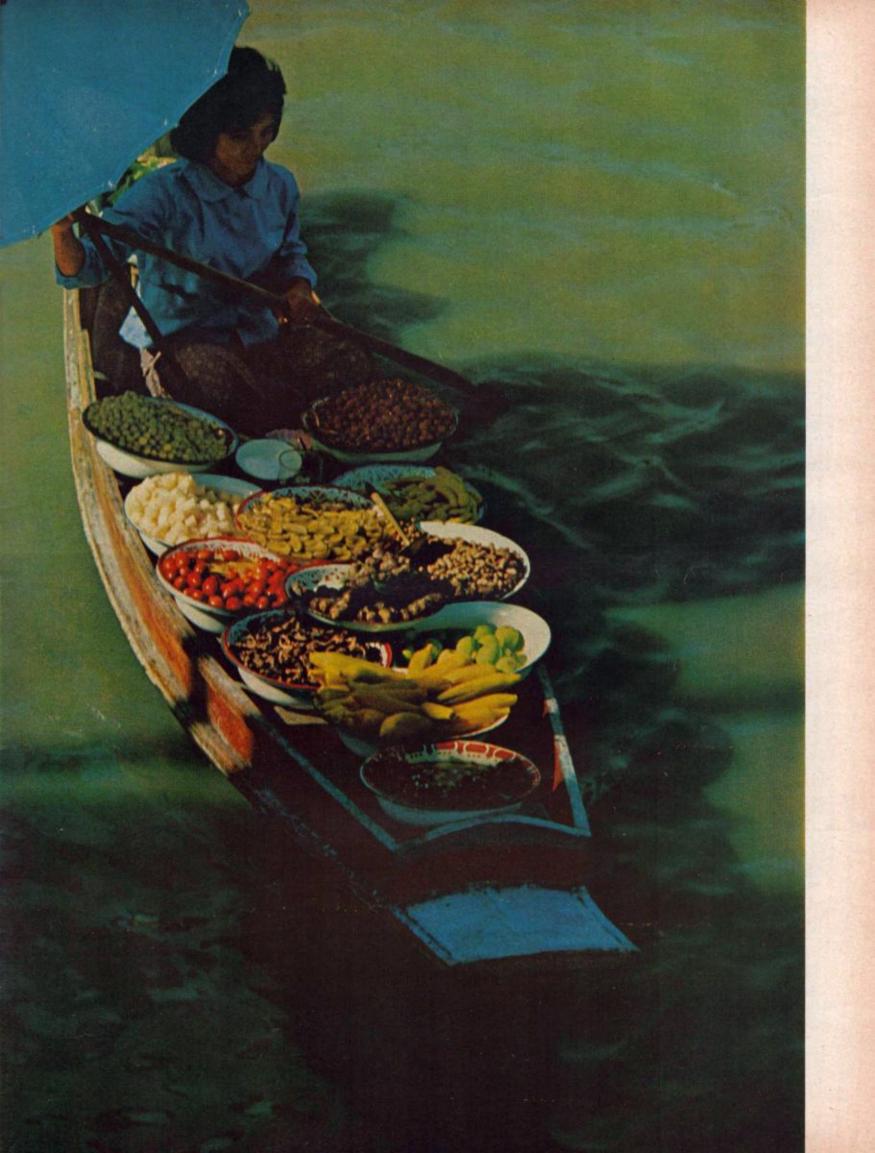


Bangkok's floating market is so extraordinary that as many people come to see it as to transact business. Each morning sampans loaded with produce and canopied tour boats loaded with sightseers clog the klongs, or canals, on the outskirts of the city. Teakwood houses perched on stilts, open-fronted to catch the breeze, line the waterways (center). People bathe and do their laundry in the canal, and women come down to the water's edge to buy their day's food from the vendors passing by.

The green murky flow of the Menam Chao Phraya, the Lord of the Waters, irrigates the fertile fields around Bangkok and hears the tropical fruits and vegetables that grow there to the floating market. Paddled by women wearing broad palm-leaf hats, the sampans are heaped with bananas, mangoes, breadfruit, melons. Some boats carry a complex profusion of greens (above) including coriander, mustard greens, cucumber and pak bung, a water plant which grows in the canal itself. Other waterborne merchants offer shrimp, crab and catfish caught in nearby klongs. There are boats that sell hardware, fabric and ice, and even the postman makes his rounds by sampan. The

Thais are great lovers of snacks, so some boats sell food meant to be eaten on the spot. These might include —as at right—olives, sugar cane, fresh tamarind, sweet potatoes, peanuts, guavas and ears of corn. Temptingly piled on the sampan's narrow hull and purveyed by a Thai beauty, these delicacies are a sample of the exotic and endlessly fascinating riches of the world's great markets.

Bangkok's exotic water merchants



stop eye coughs

Eyes protest
against smoke and
let you know
they're irritated.
Take a moment for Murine.
Murine cleanses,
soothes minor discomforts
due to smoke.
It's a coughy break
for the eyes.
Sort of.





The meat pavilion in the Paris central market of Les Halles, photographed in 1898 by Eugène Atget, is one of the iron-and-glass buildings soon to be torn down.

The departed glory of Les Halles

by JANET FLANNER

Back in the fabulous Paris 1920s and '30s, when we were all younger and Paris seemed much older than now, with hardly a modern touch and not a single skyscraper, the gigantic historic Paris central market down by the St. Eustache Church used to furnish us with nocturnal pleasures that are still vivid in memory. Within the market's 10-acre stretch, the market men were assembled from 9 o'clock at night till 6 or 7 o'clock the next morning to sell to restaurateurs and grocers and butchers what Paris was going to eat that day. We were there as persistent sight-seers no matter how often we came. We came each time to stare as if we had never been there before, to wander about and admire and enjoy what we looked at and smelled and heard-the rumble of energy, the shouts and talk and rude jokes of men at work. the spectacle of bright lights and black shadows making the picturesque chiaroscuro of a special quadrangle of Paris, busy at night. We were always en bande and taking a night out-a handful of French poets and American writers and artists from anywhere and everywhere-from Rome or from Missouri, from Marseilles or London's Soho, all of us short of cash but rich in our youngish capacities to enjoy the free spectacle the market then provided. Everything edible was spread out in piles or pyramids laid on boards on the bare pavements in the market's central open space, called Le Carreau, or else on stalls by the sidewalks-the fruits, fish, meats, the edible offal, the trussed fowls, the smoked hams and sausages from far-off French country farms, the multiple cheeses properly ripening in color and increasing in aroma on fresh straw. And above all, in the Carreau's square were the vegetables and salads pulled that very day from the fields near Paris, so fresh they still smelled of the earth in which they grew but all cleanly washed as if they had been rained on. There were high, neat, balanced piles of the root vegetables, their tails all hanging tidily outward-the tails, like little pigtails, of the ivory-white turnips, the saffron tails of carrots, the short red string tails of succulent rounded crimson beets-color piled and stacked in enormous edible cubes here, there and on

all sides, like out-size cubist compositions by the painter Georges Braque. The salads displayed all the jungle greens of a Gauguin canvas—the refined bright exotic green of the lettuces, the darkened green of watercress tied up like small vernal bouquets.

Everything we are telling you now is cast into the past tense because today in the more than middle 1960s none of it exists anymore. Les Halles, as the markets are called, are still there in the heart of Paris, squeezed between the same old streets filled with elderly white-faced buildings, built two or three centuries ago, their facades tilted by time. But there is neither beauty nor pleasure left to visit today. Everything that used to lie about in colorful piles and be trundled or pushed by hand is now readied and packed in small portable boxes, where between slats you can see a cauliflower leaf or its white crinkled head lying caged. Everything looks like everything for sale in boxes in all other great wholesale city markets in the Western world. The boxes of fruits and vegetables in Paris are now carried about the market on little orange-colored

CONTINUED



A filter cigarette has to be Lucky to taste this good.

The taste of a Lucky-you've never had it so mild.



On the Go... Relieved of Menstrual Distress

A woman's day is never done. So much to do and see. You're always on the go. Have a tight schedule and meet it. No time to slow down . . . and you don't have to. Not even during your menstrual period. How? With MIDDL!

Because MIDOL contains:

- An exclusive anti-spasmodic that helps STOP CRAMPING...
- Medically-approved ingredients that RELIEVE HEADACHE, LOW BACKACHE and JUMPY NERVES...
- Plus a special mood-brightener that gives you a real lift...gets you through the trying pre-menstrual period feeling calm and comfortable.

Be on the go. Any day. With MIDOL!

"WHAT WOMEN WANT TO KNOW"

FREE Frank, revealing 32-page book explain menatruation, Send 10¢ to cover cost of mailing and handling to Dept. C 22, Box 146, New York, N.Y. 10016. ISent in plain wrapper?



Markets

CONTINUED

trucks, operated by standing drivers. Even worse, the market smells of gasoline fumes. It used to smell of horses.

They were great horses, enormous Percherons, usually stallions since the French did not geld their beasts, and when they would be driven into side streets outside the market they would start nickering at the sight of a mare. The carts they drew were huge two-wheeled vehicles, with wheels that must have been five feet tall, their spokes as thick as as the horses could travel between 4 o'clock in the afternoon and, by steadily clop-clopping at a walk, get to the Paris market that night by 11 or midnight, in time for the early opening. You could see the peasants and their families in the morning digging or picking the vegetables-the long green spring leeks, the massive cauliflowers that were part of the region's biggest crop, the red cabbages and in early winter the tedious Brussels sprouts. Chambourcy, a village a few kilometers closer to St. Germain and thus the markets, was better situated for both men and stallions, since

some of the shock the horses' feet suffered from plodding on paving stones. From St. Germain-en-Laye the carts crossed the Seine bridge and headed toward Paris, skirting en route the monument of La Défense, so called because there the Parisians made their last vain stand against the Germans' assault on the city in the War of 1870. From there the carts angled down eventually onto the quais and from them into the side streets around the market, journey's end. There were stables for the Percherons where they were fed and rested before the long empty return



Porters, vendors and customers clogged the street outside the vegetable section of Les Halles in 1916.

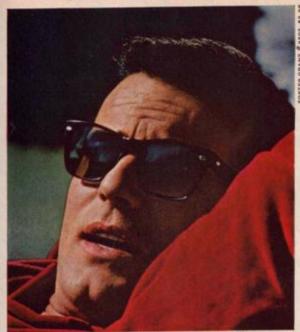
a little girl's leg. These carts had come straight from the countryside beyond Paris, carrying their loaded vegetables direct from the He-de-France fields. The horses and carts and fields I knew about were part of the country scene northwest of Paris, just outside the old, elegant white stone town of St. Germain-en-Laye where Louis XIV was born, 21 kilometers outside Paris itself. The highroad he had built, as king, of white stone paving blocks still lies there, still used and still called La Route de Quarante-Sous (the Forty Sous Road), less than half a franc, the wage the road makers received per day for their labor, only a few cents in today's money. The village of Orgeval (38 kilometers from Paris), a little farther out in the rural land, was as far away in that direction

the trip from there to the city took an hour less and the fertile fields surrounding it were famous for fine market gardening. The cauliflowers made the handsomest cartloads with their white floral heads piled in neat decapitation. The stalks with some protecting leaves were left around them when the peasant piled them in his cart for the market journey so that they would remain immaculate, unsoiled and appetizing until they reached Les Halles. (Today they are wrapped in plastic bags which take the place of verdant nature.)

The horses' hoofs had to be specially protected for these repeated long plodding journeys to Paris and back to the farm. Between their hoofs and their iron shoes the farriers placed a rubber inset, cut to size, which absorbed

journey. These horses led a special life. They did no other work. They only drew their great carts to Paris and back, five days a week (the market being closed on Sundays and Mondays). On a working day the horses from the Forty Sous Road district walked about 30 miles, which took 14 hours for the round trip, with their brass-trimmed harness jangling at each step. If you lived near the Paris quais, on a still night you could hear their hoofbeats, and from those quais, paved with tarred wooden paving blocks, you could smell the tarred scent they raised. A special odor and sound which assured you you were indeed in Paris. Around 1925 the horses stopped coming, when

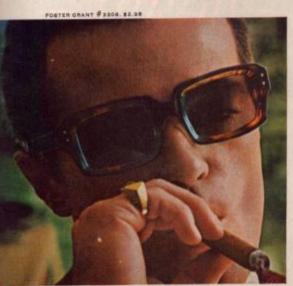
CONTINUED



"This pretty young thing you're trying to palm off as a leading lady, C.B.—what exactly can it do?"



"It seems you've discovered, dear lady, a side of me the public never sees."



"Seeing the handwriting on the humidor, I simply stashed away a lifetime supply before Fidel became a nuisance."



SOUTH CHANT \$ 2305, \$2.85

"Very well, my dove, but you depart leaving one of life's more interesting doors unopened."



"Get your grubby little guerillas out of my paddies or I'll come out there myself, Ho."

Isn't that Robert Goulet behind those Foster Grants?

(If you mean the one who's a star of Columbia Records, stage and television, sure it is.)

SURPRISINGLY there are still a few squarish people around who cling to the rational idea that sunglasses are worn just to reduce glare. Or hide morning-after eyes. Or, maybe, confuse the FBI.

They do, of course.

But, as the with-it world has discovered, a subtle but definite metamorphosis of the ego (or id) begins the moment a person slips behind a pair. A definite increase of cool. An infinite capacity to cope.

Which is what Robert Goulet proved behind some of his favorite Foster Grants in the canyons overlooking Beverly Hills.

Which is why, night, noon, June, January-

the cognoscenti are taking fullest advantage of the situation.

Whether this phenomenon is psychic or chemical or just what, no one knows. Not even Foster Grant and we're undisputed top cat in the anti-glare crusade. What we do know is, we design more, make more, sell more than anybody anywhere. And we endow them all (incredibly priced from 1.00 to 5.00) with incomparable ff77 lenses that meet the highest U.S. Gov't. standards.

But why Foster Grants do what they do, we haven't a clue.

Besides, we're too busy just trying to keep up with the demand.

OPOSTER GRANT, LEOMINSTER, MASS.

"And if I've lost my touch, Tovarich, what's the worst that can happen? A silly little sabbatical in Siberia."





easy ways to get the Zip Codes people nt 12345 write to:

- 1 When you receive a letter, note the Zip in the return address and add it to your address book.
- 2 Call your local Post Office or see their National Zip Directory.
- 3 Local Zips can be found on the Zip Map in the business pages of your phone book.



Dancing, pigs' feet and onion soup

Markets CONTINUED

the country camionneurs bought fleets of surplus American trucks left over from the first war. With them came gasoline and the middleman and his profits.

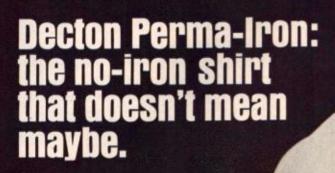
On our nights out at the market we always tried to take in one of the three ritual restaurants: Au Chien Qui Fume (the dog that smokes), one of the old tavern names of France; Au Pied de Cochon (the pig's foot), where they served them grilled; and Le Père Tranquille (the unworried father), where you can still dance on Saturday nights, even today. In our time each of the three restaurants had an accordion player and thirsty dancing girls, waiting to fox-trot with you whether you were male or female. After dancing with you they welcomed a glass of white wine and of course a modest tip. The restaurants opened at 11 p.m. for the market men to cat and closed after lunch was served.

The scene was often very gay, especially after midnight when Parisians who had dined well or the French up from the provinces on a jamboree came in crowds to these three market night spots which had national, even international, renown. The smartest Parisians who came in after the opera were in evening clothes. The famous market onion soup was de rigueur at the Père Tranquille. To this day the market men themselves praise its curative cleansing powers after a night on the tiles, a hot dish of this concoction being considered a solid aromatic guarantee against hangover later in the day. When we stepped out into the late dawn the market men were finishing up their work and began lining up before their favorite bar for coffee laced with une goutte, meaning "a drop of something," usually a thimbleful of Calvados. The meat carriers often tossed off an extra glass of wine to quench their thirst. They were called les forts de la Halle because to get the job they had to prove they could carry 200 kilos of meat balanced on their heads. Mostly Normans, they were the workers with the greatest prowess and also the greatest prestige, since they wore médailles-a metal medallion fixed to their bloody smocks which established them as stalwarts working for the government. They also wore special black felt hats with a broad brim that protruded over their shoulders and hung down in back over their necks like a piece of cape to prevent the blood from the carcasses dripping onto them. They were the heroes of Les Halles. The women who worked alongside them wore black. pleated, thick aprons and wooden sabots with high heels for chic. The tramps—called clochards then as now-could pick up odd jobs and earn a franc, which kept them from arrest as mendicants, and collected the broken vegetables and meat scraps for their improvised meals. In today's present hygienic, mechanized age, the meat at the market is carried like a cargo on those little orange trucks, with the carcasses often enveloped in cheesecloth, looking like the ghosts of the white-haired charolais yearlings we will eat as steaks. At dawn the flower market in the old days was still fragrant and we all carried bunches of posies. Today the flower market has been moved to another square altogether and opens in the late afternoon, not at night.

othing is the same as it used to be except the big, striking shelter edifices which officially constitute Les Halles themselves, built in 1854 in a series of connecting vaulting arches of charm and solidity, the first and perhaps most remarkable French example of architecture in iron. Semi-Gothic, semi-Oriental in style, at night they look like the architectural drawings of the fantasist Saul Steinberg. These are the identifying edifices of the official marketplace of Les Halles, dramatized by Emile Zola in his brutal novel Le Ventre de Paris,

the Belly of Paris.

It will soon be razed. On a government plan its acres will probably be given over to modern apartment houses, with trees whose greenery will function as a midtown park. "The Belly of Paris" is to be removed to a suburb called Rungis, near the airport of Orly, which will feature modernized, efficient, ultrahygienic market installations and conveniences. Everything will be white, clean, impeccable, functional and predictable without charm or allure. Markets have to be old and experienced to be picturesque and mysteriously beautiful at night.



Wash it. Tumble dry. Wear it. That's all.

In a cool batiste of Dacron® polyester and cotton.
"Sanforized-Plus."
Stripes and solids, too.
\$5.00.

ARROW





making it beautiful wasn't enough

Styling never stopped an instrument panel from vibrating. But Chevrolet's way of molding parts in one piece does. Styling never kept a car from being eaten alive by rust. But Chevrolet's four steel inner fenders, self-cleaning rocker panels and many

hours of being primed, painted do. Styling never made turning easier. But Chevrolet's new steering design does. Thank heaven, though, for styling. Because it all sure came out looking good, as you'll see even better at your Chevrolet dealer's.

Impala Sport Coupe that's already waxed when you buy it.



Easy to read, easy to look at.

Rubs bumps the right way-out.



Add air conditioning that adjusts Itself.

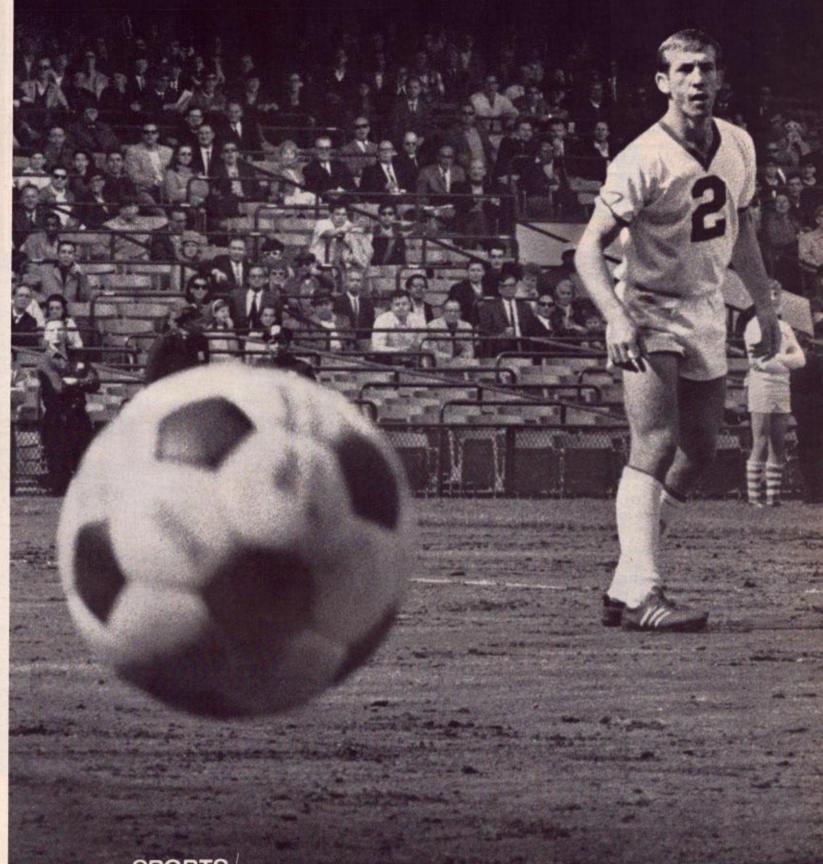


Mark of Excellence.



Chevrolet gives you that sure feeling

CHEVROLET

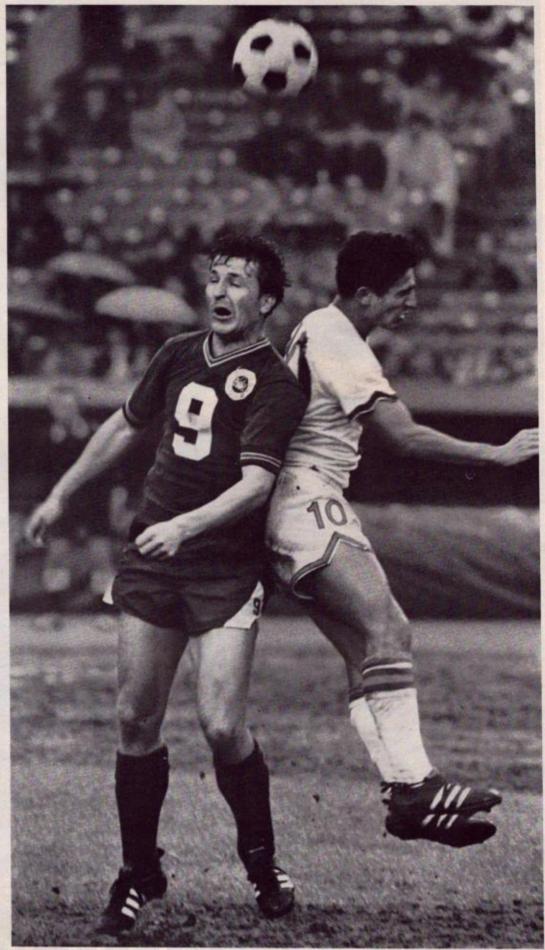


Pro Soccer's U.S. Kickoff

A beginning of bumbles and bumps

With a raucous, confusing set of matches in 10 cities, pro soccer, the world sport that has been all but ignored in the U.S., arrived at last, its promoters in hot pursuit of a share in the nation's bigleague, billion-dollar sports scene. The curious fans who turned out for the first games were treated to some curious sights. Few of the fans understood the game and many of the players-virtually all foreign imports-didn't understand each other (p. 94). There was a scene in Oakland (below) when the foreign players and refs were undecided on which way to face during the national anthem. Organizing the 10team National Professional Soccer League and a rival United Soccer Association created problems that ranged from awkward to hilarious. But as nearly any other nation in the world can attest, the sport is an exciting one to watch and has a fresh, helter-skelter quality that can, team owners hope, coexist with baseball and football.





At California-Toronto game, officials and players (left) face every which way during Star-Spangled Banner. Above, Norbert Pogrzeba

(No. 9), a St. Louis Star from Poland, gets a rigorous backrub from William Quiros, a California Clipper from Costa Rica, as both try to "head" ball.

\$10,000 REWARD



Our bold new tonic drink is called the Smirnoff Skyball. We're celebrating its launching with an entry in the May 20th balloon race at famed Indianapolis Speedway. This hourlong race will feature as many as 30 balloons that fly anywhere from five to thirty-five miles an hour, depending on the winds.

To win, you simply determine the numbered position where the Smirnoff Skyball will finish in the race (first, fifth, etc.). And how far it will travel to the nearest tenth of a mile (24.6 for example). Entries close midnight May 19th.

Of course, everyone can be a winner by trying the Smirnoff Skyball. Its bolder colder taste leaves all other tonic drinks back on the pad. Pour Smirnoff on-the-rocks. Add tonic. Lime if you like. Nothing on earth more delicious.

SMIRNOFF SKYBALL

P.O. Box 1094, Brooklyn, N.Y. 11202

I estimate that the Smirnoff Skyball will finish in ______position and it will travel _____miles.

NAME

ADDRESS

CITY

STATE

ZIP

Additional entry forms available at your liquous ore where legal. No purchase necessary. En tries limited to adults (21 years or older). One entry per person, in case of ties prize money will be divided. Decision of independent judges is final. The employees and their families of Heublein, its affiliates and advertising agencies are not eligible. Void where taxed or prohibited.

Zeal and deals in a babble of many tongues

The big, burly fellow stood at the TWA counter at the Los Angeles airport shouting, "Dantana! Dantana!" and making violent kicking motions—some of them against the ticket counter. At last, one of the startled agents guessed the charade. This had to be one of those new players for the L.A. Toros, the soccer team owned by that restaurant man—WHAT'S HIS NAME? Dan Tana. A phone call was placed, and Tana claimed his property.

Within the garish new world of

American professional soccer, such incidents are commonplace. It is a tribute to the zeal of U.S. sports entrepreneurs that they are introducing a heretofore unwelcome game, played mostly by men with unpronounceable names who in many cases can't even converse with one another.

The National Professional Soccer League's 10 team rosters list 179 players from 38 countries spread over Europe, Africa, Central and South America and the Middle East. On the field, incredible arguments ensue when, say, a Greek athlete lodges a foul claim against a Brazilian rival—and the referee is an Israeli. Some squads are holding Berlitz-instructed crash sessions in English after practice.

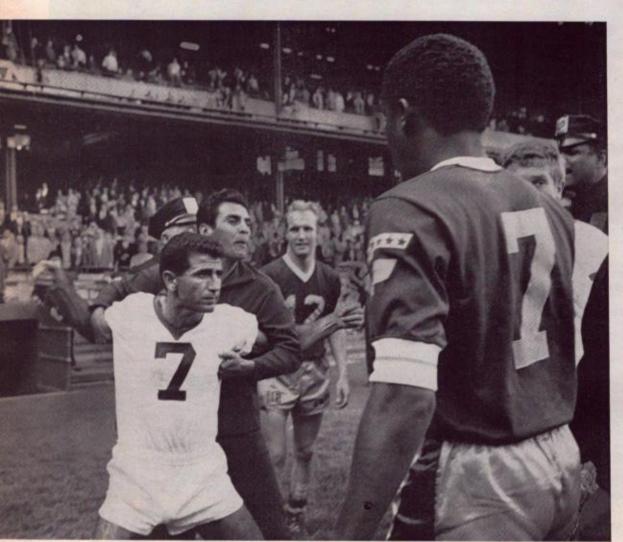
Styles of play also clash—Europeans play a stolid defensive game, while Latins are flamboyant goal-rushers. The Pittsburgh Phantoms played European style for three games and were unbeaten, then, because the owners craved more action, switched to

Latin style and lost. The Phantoms already are playing under their third coach. The rival United Soccer Association plans to import whole teams intact from overseas. Whatever their skills, at least they all play the same game.

It didn't take long for word to circulate that U.S. sportsmen would pay good money for soccer players, but it created major crises in international diplomacy and finance. Moshe Leon, an Israeli citizen, born in Bulgaria and playing for the Port Elizabeth Club in South Africa, was held for ransom by the South African government when it was learned he was wanted by the L.A. Toros. The South Africans lifted his passport and demanded £1,000 from the Toros for the star's release.

Despite these exercises in highwaymanship, NPSL claims to have assembled 179 players who rank in the top 10% of the world's over 500,000 registered professionals. Despite the small crowds to date-average: 6,000; breakeven point: 9,000-they remain optimistic. They do have the backing of a potentially lucrative CBS television contract, though CBS has guardedly written a number of escape clauses into the \$1 million-a-year agreement. Of the network's 200 affiliates, 177 have scheduled soccer and a CBS telecast of an opening day soccer match bested an ABC professional basketball championship game in the overnight ratings. Though originally billed as an "outlaw" league with no world organization approval, the NPSL has been dickering with the United Association, which is sanctioned, and talk of merger proceeds. The survival of soccer in the U.S. depends on the leagues' ability to develop native U.S. players capable of competing in the only real world series in sports-the quadrennial World Cup matches. Both leagues are already budgeting time and money for post-season clinics, little league organizations and promotion of the sport at college and prep school levels.

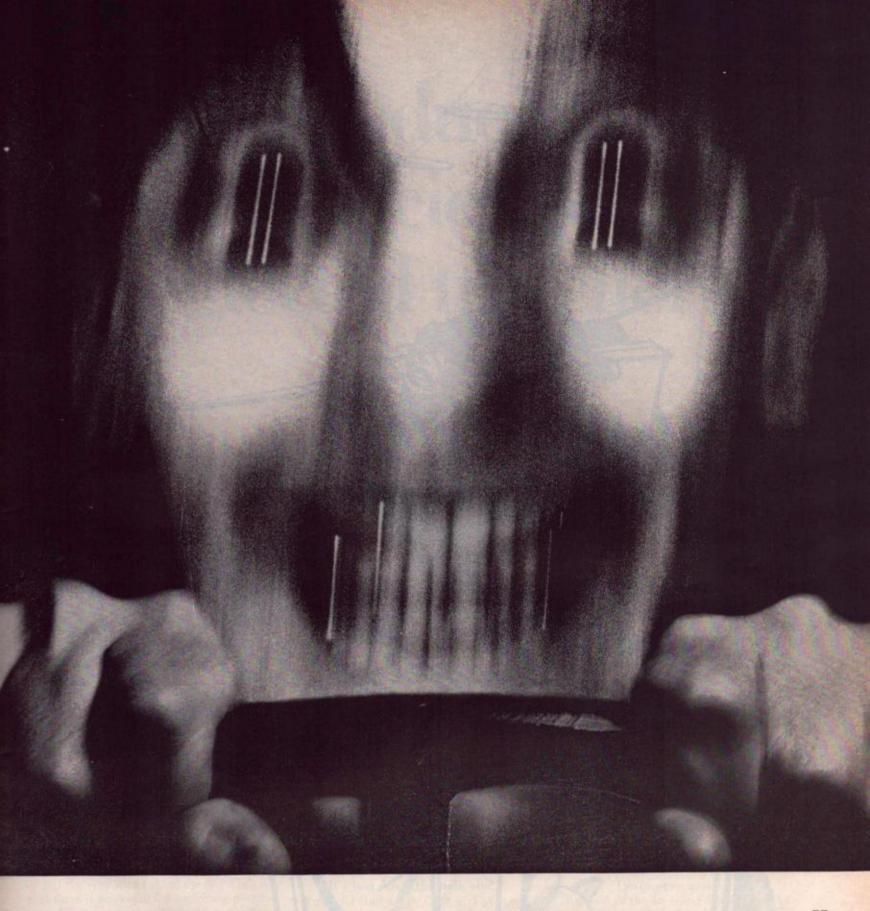
The tycoons of the new sport are contagiously bullish. After the California Clippers won their second game on their home field in Oakland, team executive Bill Castleman boomed into the public address microphone, "Next Wednesday, our traditional rivals, the Los Angeles Toros. . . ."



A fight breaks out in at least four languages in a post-game misunderstanding as Chicago Spurs (in white) and the N.Y. Generals have at it to open U.S. soccer's first hate-rivalry.

Clipper Manager Dr. Aleksandar Obradovich sews numbers on jerseys before game. He also hand-launders them after games because he does not trust U.S. washing machines.





"When I'm all tensed up, driving relaxes me."

Nobody knows how many drivers are killed every day by tension because tension is usually diagnosed by checking blood pressure. And dead drivers, naturally, don't have

Nor can tension ever be detected on a dead driver's breath.

So car crashes caused by tension

have to be buried under the heading of "Improper Driving"-which every hour kills and maims more drivers than any other cause. (And not only drivers. In 1965, auto accidents killed over 5,000 children.)

And the saddest part about it all is that using your car as a 2-ton tranquilizer doesn't even work very well. It actually prolongs your sufferings. Physical exercise works faster than driving. And lasts longer.

Take a long walk. Fix the kid's bike. Clean up the basement. Wash the car. Mow the lawn, Make up with your wife.

All of these and a million other exercises work better and faster than driving. Some are even more fun. All of them are safer.

Of course, if you stay away from driving when you're keyed up, we at Mobil may sell a little less gasoline or oil today. But then, for both of us, there would always be tomorrow.

And tomorrow.

And tomorrow. Mobil

We want you to live.



Introducing the society for neglected travellers.

The American Sky Club.



Neglect comes in all shapes and sizes.

Letting you carry your own baggage through a terminal is a kind of neglect.

So is the line you stand in to check in.

It's the shrug you get if you lose your tickets. It's the one meal that somebody decided everyone on the plane would eat.

It's the half hour wait to get your baggage back when your plane gets in.

Is all this necessary?

Airlines carry a lot of passengers and coach tickets are cheap. You may think this is the only way it can be done. Any Travel Agent can tell you it isn't.

Fares on the American Sky Club are the same low coach fares you'll find on any air-

But the very idea behind the Sky Club is that there is no excuse for neglecting passengers. We owe you the dignity of remembering you're a customer.

Hello, there.

We meet you out front and take your baggage and do your checking in for you. If you want a substitute for the main course in dinner, you can reserve any of several dishes, from a roast beef sandwich to a salad

(You might also like to know that we put \$50,000 into the development of a machine just to make fresh coffee on the plane.)

"Sorry," is no answer.

If you lose your tickets or miss your flight, we have no business shrugging. After all, we took your money.

So we put your reservations into a computer under your name. (We do not like to think of people as numbers, and we do not expect our customers to remember the number on a ticket.) We know you and can take care of you.

Another little form of neglect is to let customers wander around the terminal with problems and no one to take them to.

"It's just down the hall, sir."

You will find a Sky Club girl at every American terminal, waiting to help out with any questions you have. You can recognize her by her white scarf. If you have a puzzled look, she will probably recognize you first.

Our stewardess college gives a special

course in how to make you feel like a customer. It seems to be very effective - most of our stewardesses get married within 2 years.

Travel Agents like to book families with us because we are ready for your children too with our Junior Pilot's menu, games, diapers, and hot water for a formula.

Neighborhood movie.

On selected transcontinental flights, we show a movie in color on special Astro-Color* screens (there's one within 5 rows of every seat) for the brightest colors possible.

We even provide for "squirmability," giving your knees a little more room than most planes.

And when you get to your destination, you'll find your baggage waiting for you within 7 minutes.

After all, you aren't flying by jet to waste time standing around an airport.

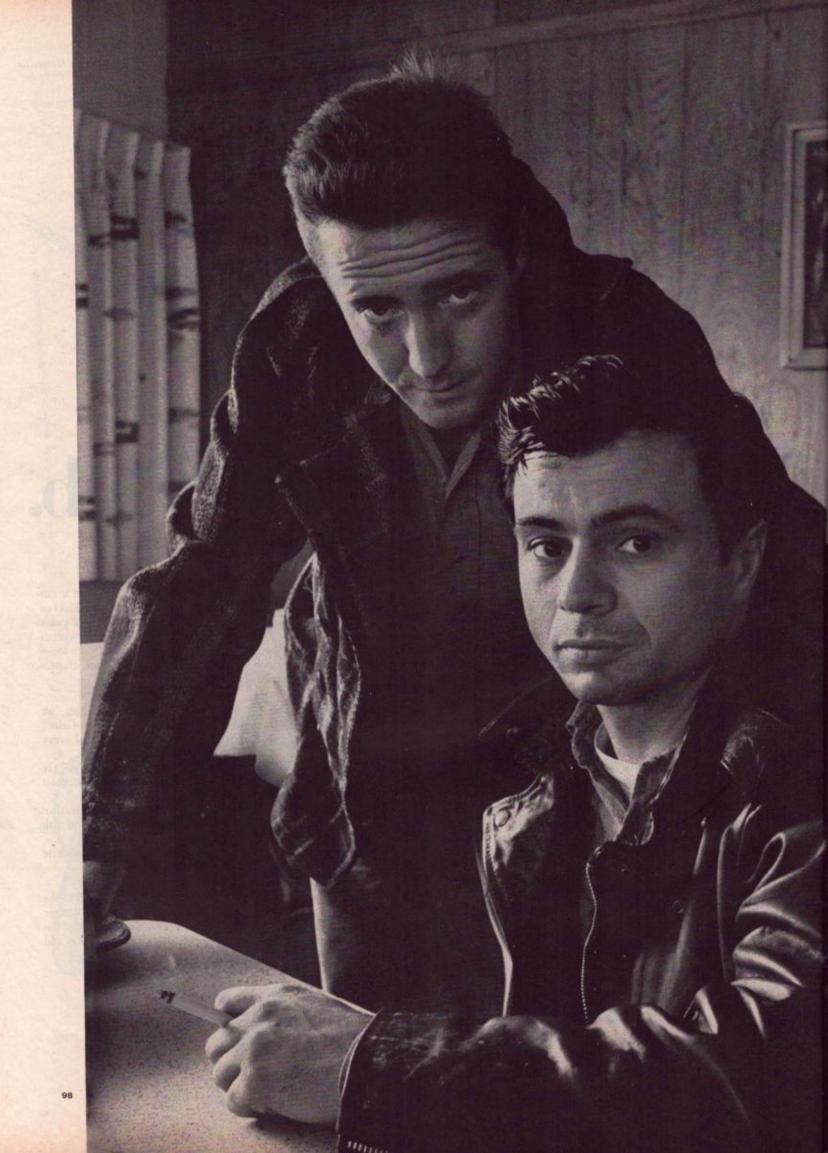
Customers, arise.

We think of the American Sky Club as the answer to every kind of neglect a passenger can run into. And yet we do not think of the Sky Club as a new idea at all. It's a very old idea.

It's remembering what a customer is.

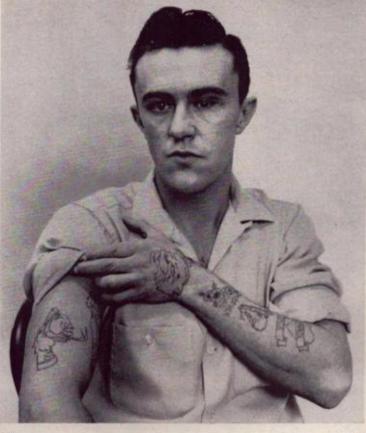
American Airlines

The airline built for professional travellers. (You'll love it.)

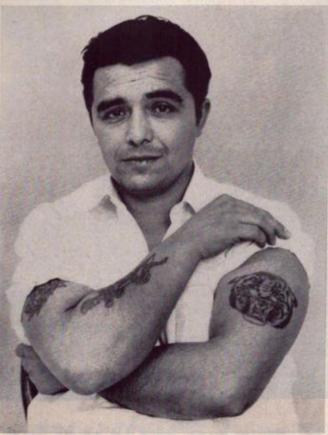


With eerie reality 'In Cold Blood' is filmed at scene of the murders

ANIGHTMARE

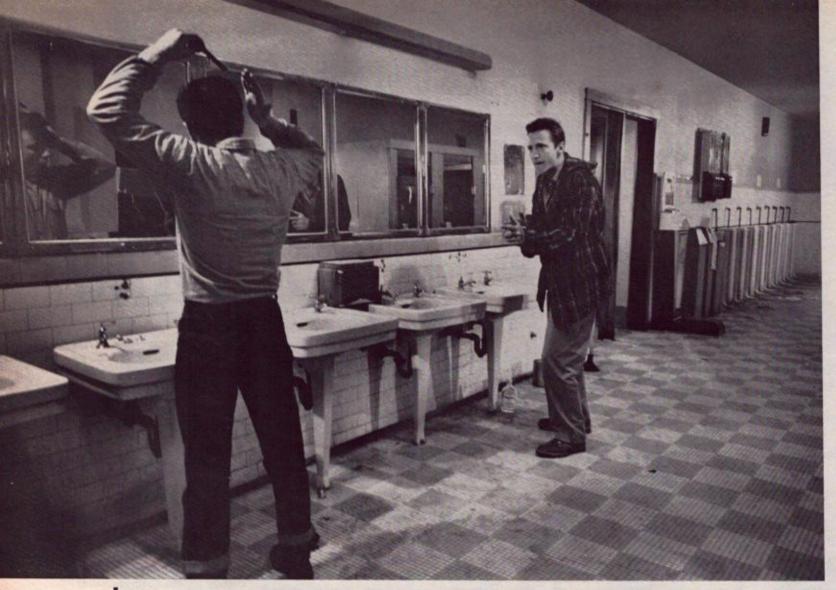


The resemblance to the real murderers they play strikes everyone who watches Scott Wilson and Robert Blake during the filming of In Cold Blood. Wilson (at left, standing) takes the part of Richard Hickock (above), the garage mechanic with a long record of petty offenses who plotted the Clutter murders. Robert Blake (left, seated) plays Perry Smith (right), the moody guitarist who was Hickock's cellmate in the Kansas prison while serving time for burglary. Both actors are experienced, but neither has had a previous big break. and they find themselves living their roles off screen as well as on (page 104A).

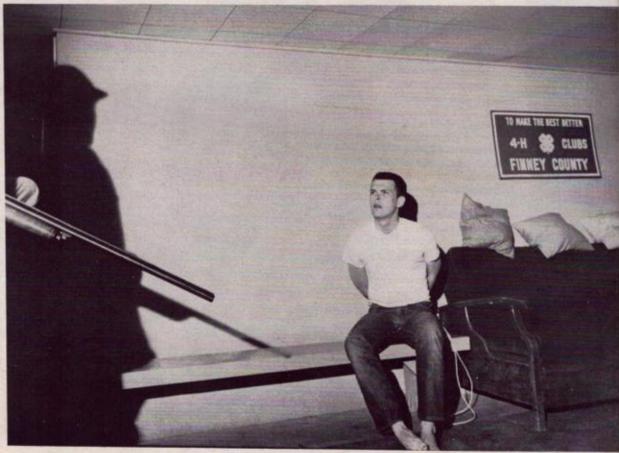


LIVED
AGAIN

Like ghosts returned to the Kansas wheatfields, two young men go through the events that give the town of Garden City a macabre fame. The two look and behave eerily like the pair, Richard Hickock and Perry Smith, who on a November night in 1959 broke into the home of Herbert Clutter, in the village of Holcomb, 71/2 miles outside town, and murdered him and three members of his family. That crime was the subject of Truman Capote's international best-seller In Cold Blood, which is now being made into a movie by Richard Brooks. Brooks shows a chilling insistence on re-creating reality. Not only do the actors who play the killers closely resemble their real-life counterparts but so do their victims. All play their roles in the places where the actual events occurred-in the same filling stations and pawnshops where Smith and Hickock stopped on their ride across Kansas to the Clutter farm, in the very rooms and basement of the house where Herbert, Bonnie, Nancy and Kenyon Clutter were killed. Levels of reality and illusion have piled up on the people of Garden City. First came the murders, then the trial of the killers, then the fiveyear wait for the hangings. A year after that it was all brought back by Capote's brilliant re-creation, first in a magazine, then in a hardcover book and a paperback. And now comes the making of the movie, like a nightmare revived, affecting both the people who lived through the events and the actors.



n a men's room across the state from the scene of the crime, Actors Blake and Wilson play the scene in which Hickock and Smith discuss their plans to rob the Clutter home and leave "no witnesses." They expected a safe stuffed with cash but found no safe and only a few dollars. At right, the film re-creates the killing of Kenyon Clutter in the basement playroom of the Clutter house where the actual murder took place. And in the adjoining furnace room (opposite page) the film re-enacts the moments when Herbert Clutter was tied on a mattress box by Smith, who then cut his throat and, for good measure, shot him.



In the basement of the Clutter



home, the murders re-enacted

Packing for a trip? Don't forget your teeth. BROXODENT® TRAVELER

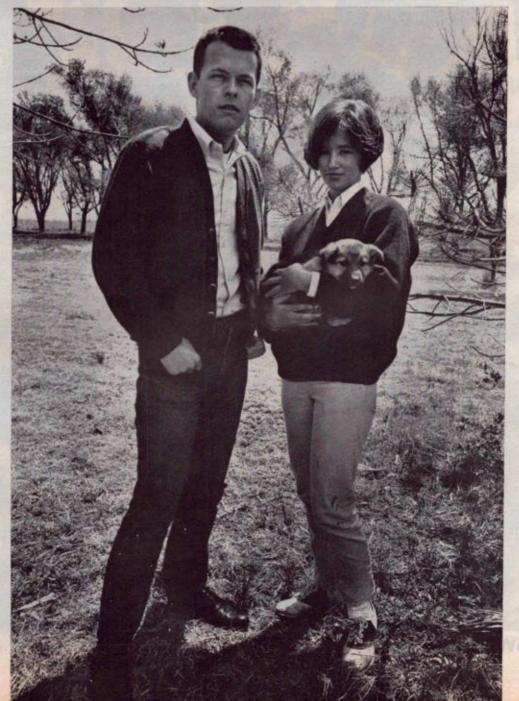


CAPOTE CONTINUED





In the Christmas card portrait of the real Clutter family (above right) taken in 1951, Herbert Clutter stands next to his seated wife. Kenyon and Nancy are at left. Their older sisters, neither of whom was home the night of the murders, flank their parents. Above, like a double image of reality, is John McLiam, a veteran of movies and theater, who plays Herbert Clutter. At right are Paul Hough and Brenda Currin, senior drama majors at Kansas University, who portray Kenyon and Nancy.



Double image of the victims

19.95 SWINGS IT

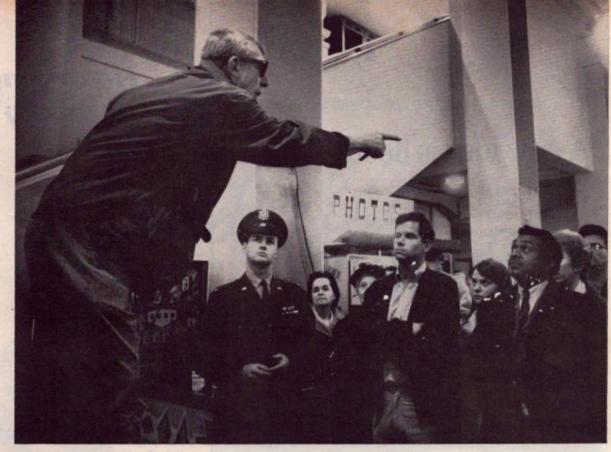


THE SWINGER the new Polaroid Land camera that gives you a black and white picture in 15 seconds

CAPOTE, CONTINUED

Richard Brooks directs a crowd of extras in Kansas City bus station where Hickock and Smith meet in the film. Brooks amazed his cast. "He can tell just by looking at you when you went to bed and if you had lunch," one actor said, "and gets things out of you you never knew were there."

Truman Capote assumes a proprietary stance in front of the post office in the village of Holcomb, where the Clutters picked up their mail. Since he described its dilapidated condition in his book, this building has been replaced by one more efficient and modern, if not so picturesque.



Actors and townspeople felt 'squirrely'



by JANE HOWARD

n Cold Blood is being shot with unknown actors and in black-andwhite because, as Director Richard Brooks said, "Technicolor and famous faces would completely destroy the mood we're after." It was the real scene, oddly, that had an air of Technicolor extravaganza: the Clutter house had been painted a gala, incongruous pink and on its lawn, as the shooting proceeded, off-duty crewmen with elegant beards and Yul Brynner haircuts played touch football. Some actors awaiting their cues fed scraps of lunch to a new litter of mongrel puppies. The lady whose husband had been hired to feed the crew beamed as she talked of the Hollywood people. "Anymore," she said, "they're just like family."

But the amiability did not go deep. Periodically from within the gay pink house came the sound of gunshots as the Clutters, one by one, were murdered and remurdered. Bobby Blake, looking frighteningly like Perry Smith, emerged from the house after a session, shuddering. "I feel so squirrely working in there," he said.

The townspeople felt a little squirrely, too, to have the horror elaborately brought back. Some of them were disturbed that the aftermath of the tragedy was so profitable—motel revenues, for instance, were up one third. Some resented Capote's presence on the scene: "If he hadn't come along in the first place," one said, "we might be allowed to forget all this. Why'd he have to put us on the map this way?" "How else?" another resident asked. "For raising milo?"

The wife of the Clutters' minister, who has moved away because "staying in Garden City wasn't doing our nerves any good," says that reading headlines about the movie is "like having salt poured onto an open wound." Several people who came to watch the filming were pleased to act bit roles. But many scoffed at the proceedings. "Eight hours' work for three minutes of film," one sniffed. "It's about as fascinating as watching peaches being canned."

When the company first came to town, a nice Methodist lady walked up to Robert Blake on the street and said, "Hello there, real nice to have you in town." She was rewarded with a scowl. The townspeople all soon found that Blake and Wilson were deliberately unapproachable. "It's for sure," Wilson said, "that Dick and Perry never knew the Clutters or anyone else here, so we don't figure

A new idea in deodorants-

Sutton

Most deodorants smell like deodorants. Sutton deodorant smells like a cologne.

But please don't think Sutton is just a refreshing fragrance.

Primarily, it's a hard-working deodorant. But with a difference. It contains a subtle scent that stays with you all day. No matter what you do.

So, if your present deodorant begins to let you down by midafternoon, try Sutton.

Then, the next time people ask what cologne you're wearing, smile. Tell them it's a little something called Sutton.



For a limited time only–10¢ off on the \$1 size spray and stick, 5¢ off on the 69¢ stick.

Distributed by Sutton Cosmetics. Kenilworth, N. J.

Haunting spirit of Perry Smith

CAPOTE CONTINUED

we should hang around with them either."

Brenda Currin, who plays Nancy Clutter, said, "There was a mutual embarrassment when we met Bobby and Scott. It was as if we were all apologizing to each other for being who we were." She and Paul Hough, who plays Kenyon, are both 21 and both hoping to graduate on schedule next month from Kansas University. They have toured with a K.U. drama troupe in Eastern Europe and Greenland and would like to try their luck in New York theater. Their real concern now is to portray the Clutters properly. "I have to remember," says Paul, "not to focus my eyes when they drag me from my bed. Kenyon couldn't see anything without his glasses."

Brenda rode Nancy Clutter's actual horse, Babe, a swav-backed 20-year-old, rented and returned to her old home for a couple of days. Brenda said, "The really spooky thing was that when I let her she'd automatically head right toward the same orchard where Nancy used to like to take her." For Brenda a moment of revelation came during the filming of the scene when Blake, as Perry, came into her room for a chat and to extinguish her life. "I felt more sympathy for Perry then than I ever had in the book," she said. "It was a sudden, electric understanding."

In some ways the parallels between the lives of Wilson and Blake and the killers they play are arresting. Like Hickock, Wilson used to be very good at basketball. "I got a basketball scholarship to Southern Tech," he said, "but then I lost it when I got mononucleosis, so I hitchhiked from Atlanta to Hollywood and took lessons to get rid of my Southern accent." Until his present role he spent as much time being a parking lot attendant and carhop as before cameras.

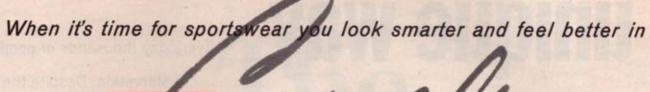
Blake, like Perry Smith, had an itinerant, insecure childhood. As a child actor he traveled between New Jersey and Los Angeles and all around the country, got a bit part in *Treasure of the Sierra Madre* and for a while played a lead role in the television series *Leave It to Beaver*. He plays the guitar and harmonica, as Perry did, and is subject to fits of temper. "I box

and lift weights," he says, "to get the anger out of my system." His motel room in Garden City, where he spent nearly all his free time, was extensively decorated. Taped to the walls were snapshots of his wife and children back in Los Angeles, and a big Magic-Marker picture captioned The Viper—the stiller he lies, the more deadly he bites. "I can't tell you what that means," he said, "but it has to do with my part."

Thoughts about Perry Smith keep haunting Blake. "All the time," he says, "I think how different Perry's life might have been if whatever talent he may have had for painting and music had been channeled like mine—and how easily I could have turned out the way he did. But in his whole life, except when he was a tiny baby, there was never any sunshine."

Perry Smith's spirit was also being evoked in another motel room across town-Truman Capote's, decorated with such extravagant oddments as a pair of jeweled cufflinks originally made by Fabergé for one of the czars. The author was lying there remembering the five Kansas years he spent preparing his book. "It's very strange," he said, "but the first thing every morning when I wake up, and the last thing every night, I think of Perry. You know, just a few days before he died he sent me a 100page letter that ended, 'Life is the mother, death is the father; I'm going now to my father."

Not all Capote's recollections of his curious friend, the murderer, are melancholy. Earlier that day, driving past crowds of townspeople watching the actors, he suddenly began to laugh, "It isn't funny, really," he said, "but I can't help thinking how amused Perry would be if he were here now. You know how he used to like highfalutin language? How he'd correct anyone who said, 'He don't.' Well, one day when I was visiting him in Death Row, reminiscing about the day he and Dick were brought back to the Garden City courthouse to be tried, I told him how big the crowds were outside waiting for him. You know what he wanted to know? He asked me, 'Were any representatives of the cinema there?'



JARMAN ASUALS



Best foundation for your sportswear wardrobe? A pair of Jarman casuals—easily! Built for comfort, styled with non-chalant distinction, colorful as all outdoors. (Though naturally comfortable, Jarman casuals—like all Jarman styles—are "wear-tested" to assure you more comfort and better fit. This means that every original model, before being approved for production, is extensively worn under everyday conditions.) See your dealer's selection of these colorful, comfortable Jarmans. You'll want a pair for each of your sportswear outfits.

Available at Jarman dealers and stores from coast to coast, (We also make Jarman Jrs. for boys.)



JARMAN SHOE COMPANY - NASHVILLE TENNESSEE 37202 - A DIVISION OF GREATERING ST

Each style shown, about \$14.00. Other Jarman casual styles from \$12.00 to \$16.00. (Prices slightly higher in the West.)



JARMAN CASUALS COME IN THIS WIDE ARRAY OF COLORS



a unique way for you to help hungry peol aroun the world

Every day thousands of people die of starvation. Despite the great

productivity of our farmers, we cannot begin to feed even a fraction of the world's hungry. But you can help by buying one of the finest records ever made. Simply send the coupon below with your contribution. By purchasing this record, offered at a fraction of its value, you will help the American Freedom From Hunger Foundation further its

work in the war on hunger. The American Freedom From

Hunger Foundation, Inc. is a

"Golden Greats" 12" record album.

non-profit, non-partisan, non-governmental organization. It is dedicated to the alleviation of hunger throughout the world by helping others help themselves ... by leading, teaching, motivating. Twelve great artists donated their time, talent and performances for this

Louis Armstrong: "Mack The Knife" Tony Bennett: "If I Ruled The World" ■ Leonard Bernstein and New York Philharmonic: "The Ritual Fire Dance" ■ Dave Brubeck Quartet: "Will You Still Be Mine" ■ Doris Day: "Sentimental Journey" ■ Percy Faith: "Spanish Harlem" ■ Robert Goulet: "If Ever I Would Leave You" Mahalia Jackson: "If I Can Help Somebody" The Mormon Tabernacle Choir: "Battle Hymn Of The Republic" Barbra Streisand: "I Stayed Too Long At The Fair"
Richard Tucker: "The Exodus Song"

Andy Williams: "Danny Boy"

American Freedom From Hunger Foundation P.O. Box 9399, St. Paul, Minnesota 55102

-) Here is my \$____for___ Greats" Record Albums at \$1.00 ea.
-) Here is my extra contribution of __for the Foundation.

Name

Address

City

Zip Code

State Allow 3-4 weeks delivery time. Offer only good in U.S.A.





The lazy man's storm window

Windows with PPG Twindow Insulating Glass do everything conventional storm windows do...without the bother.

They reduce heating bills.

They keep rooms warmer in winter.

They reduce fogging and downdrafts.

There are only two surfaces to wash, instead of four.

The cost can be included in your new home mortgage.

Talk to your local builder about the lazy man's

storm window—wood windows made with PPG Twindow Insulating Glass.

It's actually two panes of glass with a layer of dry air sealed between.

You'll never have to put up,

take down or store storm windows.

Available in all types of wood windows that open and close.

PPG makes the glass that makes the difference.

Pittsburgh Plate Glass Company,

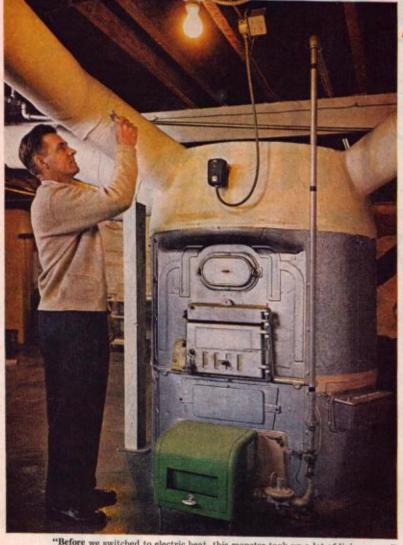
One Gateway Center, Pittsburgh, Pa. 15222.

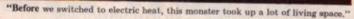


Double hung window glazed with PPG Twindow Insulating Glass. The owner will never wash, store, put up or take down storm windows.



Total Electric Living is a clean break with the past







"We swapped a 'monster' for a new family room when we modernized with flameless electric home heating"

"Was I glad when we switched to flameless electric heat and got rid of our bulky old furnace," reports Mr. Richard Berg of Aurora, Ill. "Now, in its place, we have a wonderful family room.

"With electric heat, we're comfortable-really comfortable-for the first time since we moved into this house. No cold spots. No sudden hot blasts. No noise. And even I can appreciate how much cleaner everything is-including our lightcolored walls, rugs and curtains.'

Like the Bergs, more than 2,500,000 families

across the nation have discovered the modern benefits of flameless electric heating, and how reasonable it is to install and operate.

Your electric utility company will be happy to show you how easily you can modernize your home with flameless electric heating, regardless of its age, style or size. They will help you choose the right system for your home and suggest ways to make financing easy.

Call now-and start on your way to the joy of Total Electric Living.



ELECTRIC LIVING: This Gold Medallion identifies a home where everything's electric . . . including the heat.

You Live Better Electrically

Edison Electric Institute, 750 Third Avenue, New York, N.Y. 10017.

Only electricity offers flameless heating and cooling—and so many different types of equipment to choose from.



Heat pump heats in winter, cools in summer. One setting keeps any desired year-round temperature.



Electric furnace with air filter. Com bines with cooling and humidity control for year-round comfort.



Electric baseboards save space, blend with room decor. Permit in-dividual room temperatures.



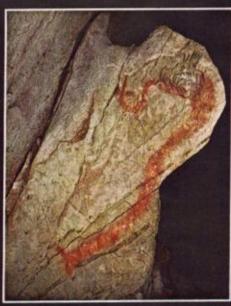
Hot water system. Small boiler hangs on wall. Circulates hot water through baseboard units.



Radiant ceiling heating is invisi-ble. Each room's temperature can be individually controlled,

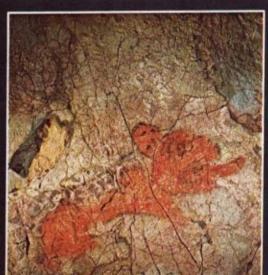


On a mountainside 75 miles northeast of Acapulco, Mexico, a man hunkers down to rest in the cool overhang of a cave. For all the peace and quiet of the setting, this cave contains one of America's most exciting archaeological finds-a series of life-size murals made by the ancient Olmecs, whose high culture flourished in Mexico between 800 and 400 B.C. They were discovered by an amateur archaeologist named Carlo T. E. Gay, who was searching for just such traces of the Olmecs. About a mile into the cave he came upon this jutting slab at right with its drawing of a huge red-and-black serpent. Nearby was a picture of some unidentifiable animal (lower right) leaping into the air. Realizing he had happened upon the oldest paintings in the Western Hemisphere, he went on to photograph the other murals in the cave (next page).



Archaeology

Oldest paintings in the Americas

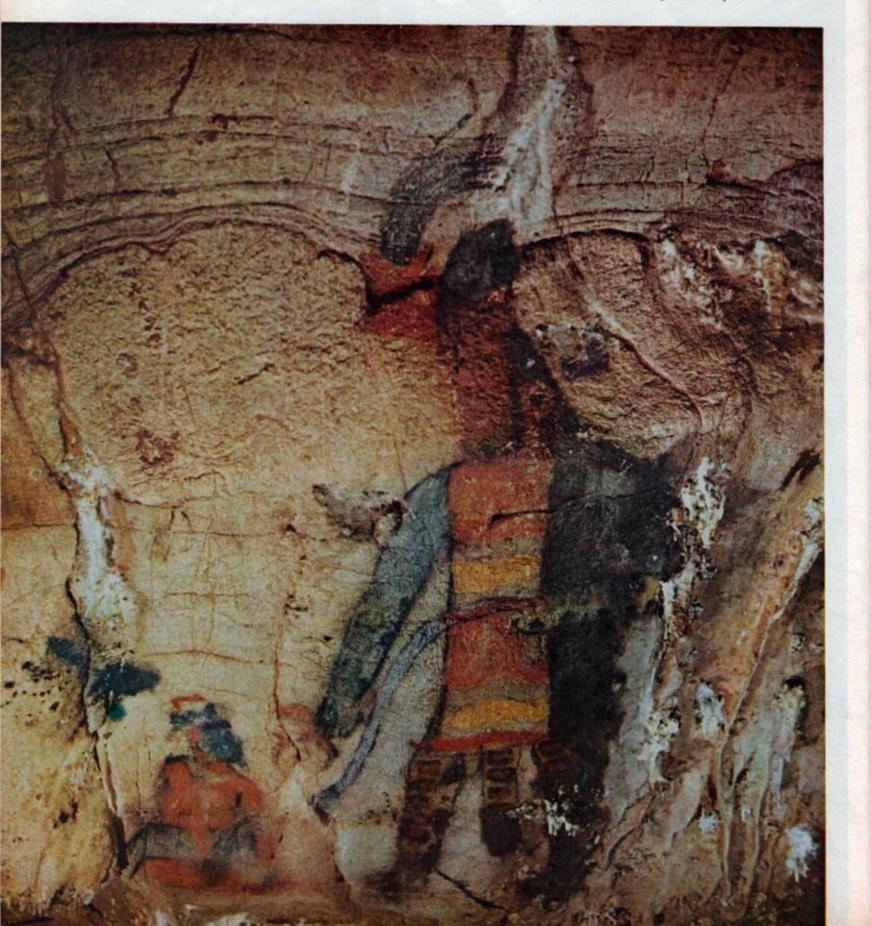


The best mural shows a mysterious Olmec ritual

from 2,500 years ago

The most elaborate of the murals (found in a chamber nearly two thirds of a mile from the cave entrance) depicts a pair of human figures who seem to be performing some obscure Olmec ritual. One man (right)—standing 5 feet 5 inches—wears a black animal pelt slung over

his left shoulder, a knee-length garment banded in red, black and yellow and a plumed headdress similar to ones depicted in other Olmec art. He gestures with a trident-shaped object in his right hand toward a seated figure (left), who is naked save for a wide black sash and a band circling his neck. "The standing figure appears to be performing a ritual exorcism upon the seated figure," says Gay. "Perhaps the latter represents a spirit of the earth."



Unusual offer.



All the travelers checks you want -up to \$5,000 worth-for a fee of just \$2\omega. At banks everywhere during May only.

Read how you can save up to \$48 by buying First National City Travelers Checks now for your summer vacation or business trips.

Because we want you to discover the advantages of First National City Travelers Checks, we're offering you the opportunity—during the month of May—to buy up to \$5000 worth for a fee of only two dollars.

The normal fee for travelers checks is a penny per dollar. That is, \$1 for every \$100, \$2 for \$200, \$20 for \$2000, and so forth. If you bought \$5000 worth, it would cost you \$50.

Now, during this offer, that same \$5000 worth will cost you only \$2, plus the face value of the checks. So you save \$48 (for less than \$200 worth, of course, the fee is less than \$2).

Why are we making this offer? Because once you discover the peace of mind and the very real advantages of using our travelers checks, you'll be back for more. What are these advantages?

Welcomed everywhere

First National City Bank has been in the travelers check business for 63 years. Our checks are known and accepted in more than a million places throughout the world—airlines, car rental agencies, steamship lines, hotels, motels, restaurants, stores, etc.

You can spend them as easily in San Marino as you can in Saratoga. And they're just as convenient on a weekend trip as on a world tour.

Fast refund in case of loss

The greatest advantage of First National City Travelers Checks is that you get your money back promptly if they're lost or stolen. We've built a security network of 25,000 banking offices around the world where you can get lost checks refunded fast. On the spot.

How do you find the nearest refund offices? In the Continental U. S., call Western Union Operator 25. Abroad, we've supplied every principal hotel with a list of the nearest offices.

No wonder we're called The Maximum Security travelers check.

Buy now, travel later

Even if you're not planning a trip before May 31, you can buy your travelers checks now—at a saving—and use them later. Many people, in fact, keep some travelers checks on hand as "mad money" or as insurance against the day when they may need cash in an emergency.

Offer good only in U.S. and Puerto Rico. Ends May 31st, 1967

Never before has such complete protection for your cash been so inexpensive. So act fast. Getyour supply of First National City Travelers Checks now. You can buythem at most banks and savings institutions.

Note to all banks and savings institutions

During the month of May, we're making this unusual introductory offer to your customers at no cost to you. Your customer gets the saving, but you earn your normal commission. If you don't have our checks, get in touch with First National City Travelers Checks, 399 Park Avenue, New York, New York 10022. Phone 212-559-0651.

First National City Travelers Checks

Member Federal Deposit Insurance Corporation. © 1967 First National City Bank, New York. Common-sense transportation at a sensible price. Only \$39.67 per month

Fords Model C.



The Model C is Ford's new Cortina. From the day it was introduced, this unique advance in sensible transportation has been selling at a phenomenal pace. Here's why:

Up to 30 miles per gallon at normal speeds from one of the most efficient 4-cylinder engines.

Rally-bred for performance, too. Every time you toe the throttle, you'll be reminded of its international racing heritage.

Spacious room for five adults. All-vinyl interior. Individually adjustable bucket seats.

Front disc brakes. A 4-speed, fully synchronized transmission for smoother shifting.

A turning circle 6' shorter than VW's. Makes it

easy to maneuver, turn, and park.

More luggage room, too. Has twice the luggage space of a VW.

Want an optional automatic transmission? You can get it in the Model C.

And every Model C has Ford Motor Company Lifeguard Design Cortina Safety features.

No wonder so many owners of imports and compacts are switching to the Model C. It offers far more car than any of the other top-selling imports. It saves U.S. compact owners up to \$363 on the basic price alone.

The Model C is as sensible and right for today as Model "T" and Model "A" were in their day.

Five models are available. The \$1815* Deluxe 2-door (shown), a 4-door Deluxe, even sportier 2- and 4-door GT's, and a station wagon. See them soon. And remember, the Model C is sold and serviced by Ford dealers—backed by Ford Motor Company.



Ford Cortina \$1815

*Price quoted is manufacturer's suggested retail base price at East Coast P.O.E. The price includes Federal excise tax and suggested dealer delivery and handling charge. State and local taxes and transportation charges to your local dealer are additional. Monthly payments based on 36 months with one-third down. Payments vary slightly by area.

Test drive a Model C today. See the Yellow Pages for the name and address of your nearest Ford Cortina dealer.

Witchcraft Works Works* Tracking down the handsome, graying Ita six years ago resigned hi position with a steel co order to pursue his pass terest in prehistoric An

The Olmec civilization is the oldest one ever discovered in the New World. It tantalizes archaeologists because they know so little about who the Olmecs were, where they came from or how and where they developed their culture-and because the answers to these questions are inextricably bound up with theories about the origin of civilization itself in the Americas. Some scholars believe that the Olmec may prove to be the "mother culture" of the subsequent high civilizations of Middle Americathe Zapotecan, the Mayan and the Teotihuacan, Toltec and Aztec-and possibly, in the opinion of one scholar, the Incan of Peru as well. Centuries before the time of Christ, the Olmecs were building elaborate ceremonial centers along the southern Gulf Coast of Mexico. At La Venta in the state of Tabasco, archaeologists have found an enormous earthen pyramid, 100 feet high, surrounded by low platforms, courtyards and other, smaller mounds. The most famous Olmec monuments are the colossal heads they carved out of a hard basalt: huge, square-faced, helmeted human heads, some of them nine feet high. Their other known art work includes fine jade carvings, decorated pottery and terra cotta figurines-but not, until Gay made his important discovery, any paintings.

It was about three years ago that Gay first began to hear rumors about the cave paintings. Gay is a

handsome, graying Italian who six years ago resigned his executive position with a steel company in order to pursue his passionate interest in prehistoric American archaeology. In the course of various trips to Mexico, he heard the paintings described sometimes as "hunt-ing scenes," sometimes as "witch-craft works." The rumors seemed to focus around a remote village named Colotlipa in the Sierra Madre del Sur in the state of Guerrero. and last summer Gay and a friend, Gillett Griffin, curator of graphic arts at Princeton University Library, decided to go there. As they drove toward the village, they asked a man along the road if he knew about cave paintings. "Yes," he answered. "Ask for Andrés Ortega in the village. He knows all about them.'

Thus did Gay and Griffin discover the Juxtlahuaca Cave (the name means "beautiful blue-green valley," an apt description of the view from its mouth) and meet the man, Ortega, who is considered its "caretaker." (It turned out that residents of the area visit the cave regularly twice a year with Ortega's guidance, in mid-September and during Holy Week.) The cave extends deep into the mountain, chamber after chamber separated by tortuous passageways, and ends in a subterranean lake. The first of the paintings is 3,400 feet from the entrance; obviously the Olmec artists went to some trouble to put them there. Gay likes to imagine the scene: a small group of Indians carrying torches and crawling down into the deepest parts of the limestone cave to daub their red, black and yellow pigments in the flickering gloom of the smoke-filled chambers.

In another gallery of the Juxtlahuaca Cave, an Olmec artist drew in carbon black—and did not color—a man wearing a loin cloth and holding unidentifiable objects in each hand. The drawing may be the preliminary sketch for a painting which the artist intended to complete but never did.



It's in the bag.



The Wonderland of
Quality. Confidence. Satisfaction.
And greater choice.
That's what it's all about.
See for yourself during
Brand Names Week May 11-21.

It's Brand Names Week again. Time to see what they really do for your shopping.

Brand Names make it possible for you to get the best possible value for your money. Creates new product ideas. Product improvements. So life will be easier. Richer. More enjoyable.

When a Brand Name advertises, he puts his reputation on the line. And he'd better follow through. That's why you can be sure. Have complete confidence. Have so much choice.

Whenever you shop, whatever the week, you can be sure there'll be a wonderland of benefits in the bag.

A way must be found to preserve an individual's values

as we evolve Toward a

Communal Society

The three previous instalments of LIFE's series on the individual in modern society have dealt with the threat of anonymity, the growing commitment of the young to idealistic causes, and the individual's role in a giant business corporation. This final instalment discusses the changes and adaptations we must make to preserve the freedom and importance of the individual in an increasingly complex society. The author is chairman of the sociology department at Columbia College, chairman of the American Academy of Arts and Sciences' Commission for the Year 2000, and was a member of the President's 1966 National Commission on Technology, Automation and Economic Progress.

by DANIEL BELL

he most salient fact about American society—the root fact necessary to comprehend so many other bewildering aspects which mark off our times from the past —is the "change of scale" in our lives.

Urbanization, the population explosion, the pace of our activities, the constant bombardment of new ideas, new knowledge, new people, our very comprehension of the nature of the universe—all these factors are changing continually. The simple and crucial result for the individual is

that no longer will any child be able to live in the same kind of world his parents and grandparents inhabited,

For millennia, children retraced the steps of their parents, were initiated into stable ways and ritualized routines, and maintained a basic familiarity with place and family. Today, not only is there a radical rupture with the past, but a child must necessarily be trained for an unknown future.

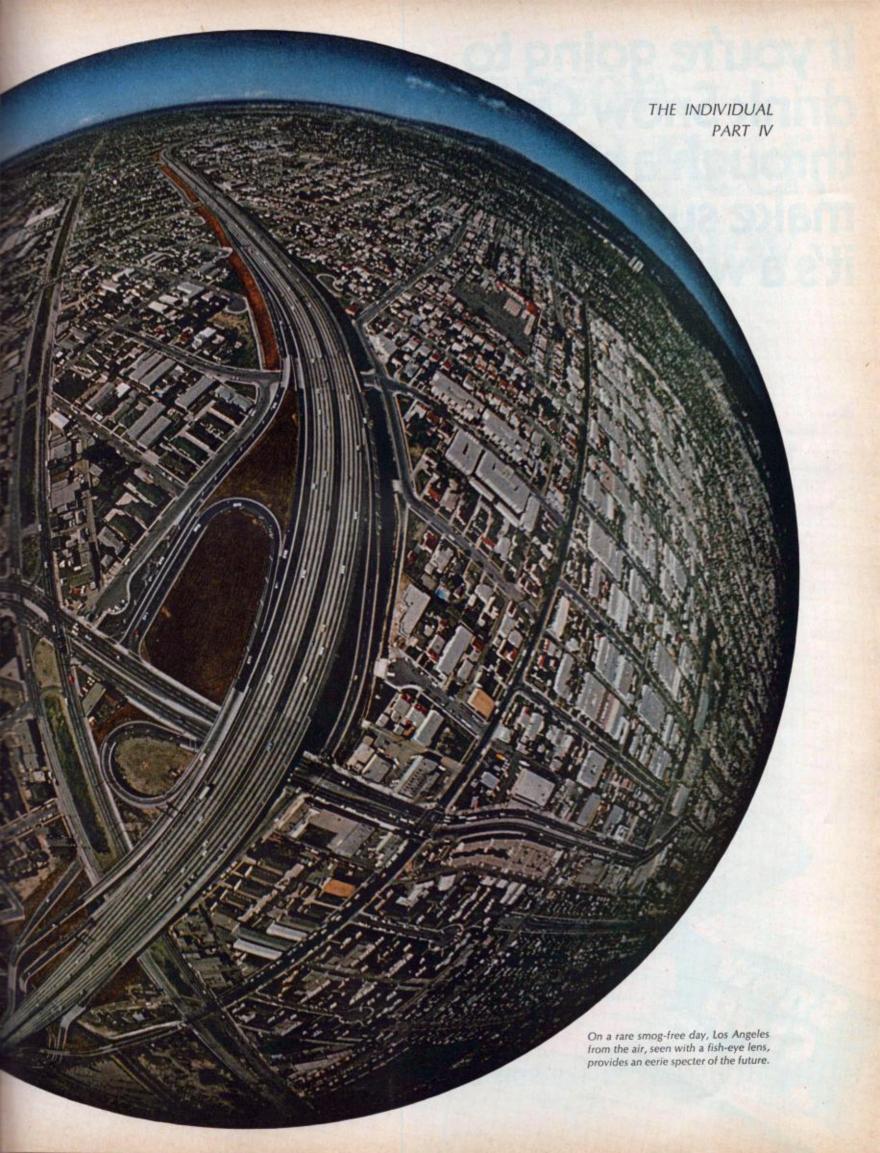
Not only is all this the defining characteristic of our times-it is the root of its disorientations. For, as the world becomes more open to us, there is a greater hunger for experience. There is a desire for change and novelty and the search for sensation. Out of it comes the erosion of old creeds. to be replaced by a mingling of all creeds and all styles, a jostling of primitive and classical modes. It is this syncretism of culture which so distinctively sets the rhythm of contemporary life, which underlies the restless feeling that afflicts so many individuals in their search for "meaning" in the contemporary world.

Every human society in the past has made some distinction between what is held to be sacred and what is considered profane. But ours is a secular age, and nowhere more so than in the U.S.

Some of our "nothing sacred"

CONTINUED







THE INDIVIDUAL

attitude derives from the lack of a past and of a continuity in time. The United States is, after all, a "created nation"; in fact it was the first new nation-long before the new nations of present-day revolutions. The disdain for the sacred is also part of the roughand-ready egalitarianism of American life, with its lack of social caste and of respect for individual differences. Such casualness has its costs. When the rules of status and achievement are unclear, the result is often anxiety, even though the idea of reality, of meaning and achievement, is a fairly simple one sociologically. Reality is a confirmation by "significant others." In the Jewish faith, traditionally, the bar mitzvah is a confirmation by the community; in a similar way, graduation from college is the confirmation of a new role and a new status, a judgment by one's teachers of maturity and manhood.

When a person is confirmed by others, there has to be some sign of recognition. Reality "breaks down" when the confirming "others," for whatever reason, have lost their meaning for the person who seeks to locate himself as an individual, or to find a place in the society, Today, individuals have left old anchorages, no longer follow inherited ways, are constantly faced with the problem of choice and can no longer find authoritative standards or critics to guide them.

The changing nature of the family

Nowhere is this more evident than in the change in the nature of the family. In the traditional world, work and home life were one, and the family was both an economic and a social unit. Not only that, but it was the setting for almost all the other social functions as well—welfare, recreation, education and religious instruction.

The modern world has witnessed the separation of the family, as an institution, from most of these functions. There is, more radically, a separation of family from occupation, whether it be the breakup of the family farm, the family business, the family enterprise or the family tradition, such as medicine, law, carpentry, fishing. Education has been taken over almost entirely by the schools, recreation primarily by commercial enterprises, welfare

by the government or by social institutions. The family is now focused largely on fulfilling psychological and emotional needs, and not sufficiently allowed to do this, according to some sound psychiatric thinking.

The change in the nature of the family-historically the most crucial of all human institutionshas had a contradictory effect on a person's sense of individualism. In a psychological sense, as the ties with a family have weakened or been cut altogether, the feeling of individualism has been enhanced. To the classic question of identity-"Who are you?"-a traditional person would answer: "I am the son of my father." But today a person says, "I am I. I come out of myself, and in choice and action I make myself." The great thrust of the American character-the urge, the compulsion to strike out on one's own, to cut away from the father and even to surpass him-has been one of the richest of the sources of dynamism in American life.

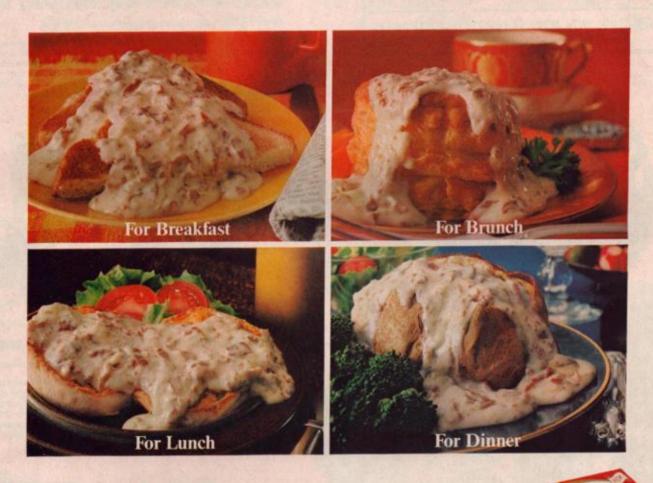
But there has also been a deeper meaning to this change in the nature of identity: in striking out for oneself, experience, rather than tradition, authority, revealed utterance, and even reason. has become the touchstone of truth and understanding. To this extent, the sense of generation has become the focus of individual identity, leading in turn to strains and conflicts between generations in society, and opening the way to rebelliousness among the young.

Another defining characteristic of our time is that masses of persons will no longer concede their 'exclusion" from society-a situation expressed most dramatically in our own decade by the Negro revolution. In a fundamental sense, this development grows out of the historic claims of individualism-the demand to be treated as a person, not as a category. Yet, paradoxically, this claim of the individual is being made by the group and is being realized by the government. Since inequality in our society arises from disproportions in power, privilege and talent, the effort to redress such disadvantages necessarily involves the individual only as a member of a group, or as possessing a particular status-as a worker, or a Negro, an aged person, or one of the poor. This social fact is reshaping our basic institutions.

It is only within the past few decades that the United States has become a truly National Society, in which economic or political or social action in one section immediately affects every other.

CONTINUED

New! Swanson Creamed Chipped Beef, ready to heat and enjoy.



It covers any kind of meal.

Try Swanson Creamed Chipped Beef for breakfast sometime. It starts your day with a good, hot meal and keeps you going until lunch.

Having a brunch? Serve something new, something everyone will love: Creamed Chipped Beef in patty shells.

Lunch? After a morning of shopping, serve Creamed Chipped Beef over English muffins. Not just because it's so quick, but because it's so good.

Looking for a main dish idea for a well-balanced

dinner? Try Creamed Chipped Beef on baked potato. Such versatility. Such goodness. We make

Swanson Creamed Chipped Beef with lots of chipped beef and real country cream and butter. Then we freeze it in individual servings, all ready for you to heat and enjoy.

A delicious new way to make the hardest part of the meal the easiest.

Trust Swanson for the best and newest in frozen foods.

The Friendly Store

YOUR STORE WITH MORE AT LOWEST POSSIBLE PRICES OPERATED BY GAMBLE-SKOGMO, INC.

Sale starts Thursday, May 11. Prices good thru May 20 only.

WARM WEATHER FUN BEGINS WITH THESE MONEY-SAVING SPECIALS. SHOP **NOW...SHOP EVERY DEPARTMENT & SAVE!**

No mail orders, please.

Gamble-Skogmo, Inc., Minneapolis, Minnesota 55403



12-PC. SET WITH EVERYTHING, INCLUDING DOUBLE TEFLON COATING

No money down, 5.00 per month buys this 27.95 Value

Bake 8 pancakes on 12" griddle. Fry 2 chickens, or do range-top roasting or braising in multi-cooker. Its hi-dome cover also fits 5 qt. Dutch oven 2 qt., 1 qt. covered saucepans, 8" covered

skillet. Nylon spoon, spatula.

Now! Have sculptured shapes of extra heavy gauge polished aluminum. Beau-tiful bronze covers fit snugly to give "waterless" cooking. Extra capacity pieces. Enjoy no-stick cooking, no-scour cleaning. Famous DuPont Teflon* finish.



DELUXE 24" MOTORIZED GRILL

& Warming Oven

19⁸⁸

Delicious cookouts made easy. 3 position swing-out motor is U. S. made, U.L. listed. Chrome plated spit, adjustable grid/positive lock. Oven temperature gauge. Sturdy steel bowl. 51/2" wheels. Black/silver grey. 28-0069



'LAWN JET' TRAVELS 100 FEET

Save now! Sale price

888

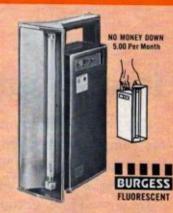
All new, the lowest priced traveling sprinkler ever. Just pull out the nylon cable, set stake up to 100 feet away. It sprays an even 50-foot circle as it goes, reeling in cable, then shuts off automatically.



SAVE ON SPINCAST COMBINATION Manufacturer's suggested 988

list price, 18.45

True Temper 410 Reel, famous for accuracy, no backlash. Instant roller pick up, 4-to-1 gear ratio, push button control. Pre-spooled/125 yds., 8-lb. test monofilament line. Fast taper rod, cork grip, chrome V guides and tip.



SAFE, PORTABLE, SAFARI LITE

29.50 Value

Operates on batteries or plugs into any 110-v. A.C. current. Softly floodlights a wide area. No flame, no fuel, hangs safely in any position. Ideal for camps, tents, trailers, boats, cabins, patios, blackouts. With 2 batteries.



HOTRAY" ELECTRIC BUN WARMER

With removable cord

995

Heat buns, bread, pastries. Keep them over-fresh, warm and flavorful right at the table. Woven wood fiber/gold finished aluminum interior, thermostat control. Hinged cover, washable Scotchgard* Inished fabric.



NEW AUTOMATIC CAN OPENER

Knife Sharpener...only 1788

Two appliances, all the latest features Put can in place - opener does the rest. Lifts lid magnetically, shuts itself off. Cutting and drive wheels guaranteed against duliness or free replacement



2-PIECE LUXURY LUGGAGE SET

21" & 26" matched cases 1888

Travel first class. Beautiful French crushcloud embossed heavy gauge vinyl covers, washable quilted plastic lining. Reynolds aluminum dust closure, nickel plated hinges, base plate. Blue, grey or green.



STEPSTOOL DOUBLES AS CHAIR

12.95 Value

988

Brings top shelves within reach, lets you sit down while you work. Comfort cushioned seat lifts up. Beige vinyl up-holstery, roomy rubber-treaded steps. Chrome plated frame, safety flared legs, curved backrest. 24".



FEEDER KANE

NEW PUSH 'N FEED FERTILIZER

Tube, pump, injector unit

For instant fertilizing, direct to roots, in measured amount. No digging, no waste, no overfeeding. Heavy duty plastic tube, stainless steel injector. Fertilizer Cartridge, all purpose or rose leeder, vial of 16... 98¢ 36-2888,9

Our finest! Sale price Dial any rectangle for extra large cov-erage-up to 3,500 sq. ft. Brass jet nozzles ensure even distribution, con-trolled spray. Powerful, permanently lubricated motor is sealed against dirt,

everain

DELUXE OSCILLATING SPRINKLER

36-8947



GUARANTEED UNTIL YEAR 2000!

50', reg. 9.95, with trade

600 lbs. Large, %" I.D.

With your trade-in, this "21st century" rubber hose costs under 25c a year. 33 years' guaranteed service or replaced tree by Gambles. Reinforced with super

Tyrex cord. Withstands pressure up to

WONDER BAR WIPES OUT WEEDS

4.95 Value

For 20,000 sq. ft.

Don't dig dandelions, other broadleaf weeds. Apply 2-4D this easy way-they curl up and die. Pull bar across lawn. It leaves thin wax film that won't blow or wash off. Lasts season to season.



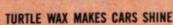


AR WA

SLEEPING BAG AND DUFFLE

1777 Wilderness Deluxe' reg. 22.88

100% washable. Non-allergenic filling, 3 bs. virgin DuPont Dacron* 88, bonded "Strata-therm" batt. Pound for pound warmer than down. 2 air mattress pock-ets, full separating zipper. Duffle bag included.



18-oz., 1.49 Value

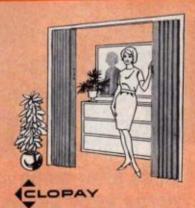
One easy application cleans, polishes and protects your car for one whole year with a brilliant "hard shell" finish. World's largest selling liquid car wax! Buy now and save. Save more—shop all our Summer Sale values.



GUARANTEED 1-COAT EXTERIOR

Oil or Latex, reg. 7.49 gal.

Superlahide - 1 coat covers - lasts like 2 Hi gloss, self cleaning. Keeps fresh look Resists mildew, smog stains. If label in-structions are followed & coverage is not satisfactory, customer may request full refund or additional paint. 30-4574, 4588



FOLDING DOORS DIVIDE ROOMS

Each 32" wide, 80" high

The attractive way to provide the perfect closure for problem openings or to divide a room. Steelite/new fruitwood look vinyl on steel panels and cornice, or Tradewind/rich woven mahogany slats. Trim to any height.





@ 1967, Colgate-Palmolive Company

Be sure to watch "I Dream of Jeannie" in color, NBC, Mondays, 8:00-8:30 PM NYT.

CONTINUED

Beginning with the massive increase in regulatory agencies under the New Deal, and continuing with a massive involvement in science, armaments, and research and development which has reworked the economic map of the country, the federal government has become our most significant and conscious agent of social change and transformation. Today this is most visible in the area of civil rights and segregation, in the passage during 1964-65 of federal antidiscrimination and voting laws. Less dramatic but equally decisive are the federal government's recent large-scale support of education, medical care for the aged, subsidies for housing, innovations in transportation, the protection of natural beauty, extended income benefits for the poor, and the like.

The rise of the welfare state, which all this implies, necessarily prefigures a new role for the state governments, for such ambitious programs can succeed only with strong federal aid. Finally, among those factors that combine to create a national society, one must single out, for its overwhelming socio-psychological power, the national popular culture that has emerged out of modern mass communications and transportation. To the extent that one can date a social revolution, the evening of March 7, 1955 can perhaps be taken as a landmark: On that night, almost one out of every two Americans was watching Mary Martin perform in Peter Pan before the television cameras. Never before in history had a single person been seen and heard by so many at the same time. This was what Adam Smith had called the Great Society-but "great" in a way that he could never have begun to imagine.

Dut obviously it is not in entertainment alone that such a gigantic visual impact can be felt. The close-ups of snarling police in Selma, Alabama chasing Negroes with gas, clubs, pistols and riot guns made that city an instantaneous symbol of moral indignation; within a week thousands of Americans poured from all over the country to protest the outrages. And the death of President Kennedy brought an estimated 85% of the television sets of the nation together in a common beholding of the funeral, and a common mourning of the late young President of the United States.

While the National Society is relatively new, the National Idea, of course, is not. It goes back directly to the very founding of this country, to the great political debates that went on in the first decades of its life. The debate over the National Idea, as Harvard Professor Samuel H. Beer has most recently reminded us, goes back to the theory of the Constitution itself: Was this country, as the Jeffersonians contended, a compact of states, each with its own sovereignty, or was it a union, as the Federalists argued, created not by the states but by "we the people"—a national community that formed the foundation of a national authority?

The Founding Fathers and the 'National Idea'

This was, Beer continues, the basis of the famous Webster-Hayne debate in 1830 over the propriety and necessity of the 'general government" using federal funds to build roads and canals, improve rivers and subsidize education. From Hayne's point of view South Carolina had no interest in a canal in Ohio, because Ohio and South Carolina were different governments entering into a compact that could annul unconstitutional acts of the federal government. According to Webster, on the contrary, "Carolina and Ohio [were] parts of the same country; states united under the same general government, having interests, common, associated, intermingled.

Today the National Idea and the National Society are conjoined. But the vast centralization that has resulted poses the question, more significant than ever before, of the liberties of the individual. In order to create viable communities, the individuals must have a sense of participation in, and control over, the events that affect their lives. It is to this central problem that we now turn.

In the National Society, highly intertwined, crowded and dense, a new social shape is emerging. It is what might be called the Communal Society. The Communal Society is characterized not only by greater interdependence, but by the fact that more and more of the things done to satisfy individual wants have to be undertaken through group or communal instruments, rather than by the individual.

Such a group basis for politics can easily lead to a conflict of objectives and a conflict of rights, and traditional theories based on the natural rights of individuals do not always offer clear principles with which to mediate the issues. And yet if the individual

CONTINUED

Donuts for dogs

Doggie Do·Nuts are a new pet treat that look and smell like kitchen-fresh donuts. But they're different. Bite-size, crisp, and crunchy. Made of nourishing ingredients. Look for them at your supermarket and treat your pet to his daily Doggie Do·Nuts.

French's providers for pets for over 60 years



Their future success can be shaped by the gift you give at graduation...



With 20,000 new words and new meanings, 130,000 entries in all, it's the only "Webster" that includes rules for spelling and punctuation and the scientific names of plants and animals.

This is the only desk dictionary based on the unabridged Webster's Third New International Dictionary, word authority of the U. S. Government Printing Office, courts of law, the National Spelling Bee, and public libraries.

At department, book, and stationery stores. Just \$5.75 plain, \$6.75 indexed.

Beware of substitute"Websters". Insist on the genuine

WEBSTER'S SEVENTH NEW COLLEGIATE

© G. & C. Merriam Co., Springfield, Mass. 01101

Two heads work better than one!



Dentists designed PRO Double Duty® to do twice the work of other brushes. That's why PRO® has double bristles: firm blue ones for scrubbing teeth clean; softer white ones to gently massage gums. And there's even a stimulator tip to help keep gums firm and healthy between dental checkups.

PRO brushes are the most widely used in America. That's what we get for putting our heads together.

PRO-PHY-LAC-TIC BRUSH CO.

Makers of fine combs and personal brushes

THE INDIVIDUAL

is to survive, it must be within this new and ill-defined context. In order to re-define the role of free men, therefore, we must first take a careful look at the coming shape of the Communal Society. Surely the extension of the idea of group rights is one of its inescapable consequences, and one of the coordinates of the welfare and planning state.

There is another coordinate. It is the simple fact that more and more of the goods and services required in our society will have to be purchased communally.

Take something as simple, basic and necessary as air. In every economics textbook, air used to be the classic illustration of the only item that is a "free good." Everything else, including water, has a cost. Yet the irony is that in the next 35 years one of the scarcest natural resources we have, in terms of increasing costs, is clean air.

One cannot ask for and individually buy in the market place one's share of unpolluted air, even if one were willing to pay for it. We can seek to assign the costs of air pollution to its sources, whether industrial, municipal or individual. But these are coordinated actions that have to be taken through public channels.

A new social shape— Communal Society

Another context for communal action is the cities. By the year 2000 more than 80% of the increase in our population will live in urban areas. During the next 15 years, 30 million people will be added to our cities—the equivalent, as President Lyndon Johnson said in his "Message on the Cities," of the combined populations of New York, Chicago, Los Angeles, Philadelphia, Detroit and Baltimore.

"In the remainder of the century," he pointed out eloquently, "urban population will double, city land will double, and we will have to build in our cities as much as all that we have built since the first colonist arrived on these shores. It is as if we had 40 years to rebuild the entire urban United States."

When we add to these tasks the efforts to eliminate poverty, to provide better medical services for the population, to maintain open spaces, to purify our lakes

and streams and have adequate water for a growing population, to provide an efficient and fast mass transportation system, it is evident that we need a coordinated balance sheet that specifies our national goals and charts our performance.

How do we do it? And how do we know what resources are available for what purposes? Recently a book by Leonard Lecht, which was an outgrowth of his survey for the National Planning Association, sought to "cost out" some national goals and to see how much could be done by 1975 in realizing them. His projected net spending added up to \$1,127 billion. Even assuming a constant annual 4% increase in the gross national product, the total at that time would be about \$981 billion, or a deficit of about \$150 billion.

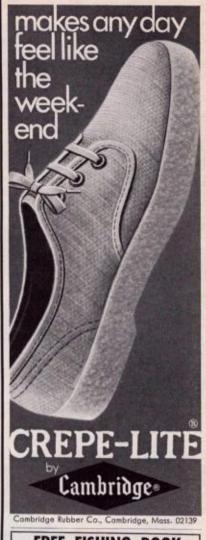
he projections are important for two reasons: One, they puncture a growing myth of "economic omnipotence"—the idea that our economic machine is a magic cornucopia that can always offer up all the goods that anyone might wish to produce. As the author of the study remarks:

'Concentration on our society's objectives in terms of individual goals overlooks the fact that our objectives make up a system of competing claims on resources. We could well afford the cost of any single goal at levels reflecting current aspirations, and we could probably afford the full cost for any group of goals over the next decade. We could rebuild our cities, or abolish poverty, or replace all the obsolete plant and equipment in private industry, or we could begin to develop the hardware to get us to Mars and back before the year 2000. We can make substantial progress on many of the nation's goals but we cannot accomplish all of our aspirations at the same time."

Secondly, if we cannot meet all such goals simultaneously, we need some mechanisms that would allow us to balance competing claims and to make conscious choices: What proportion of added national income should go to private persons and what for public spending; within the public sector, what proportion needs to go for defense and the conquest of outer space, and what for community needs; within community needs, what priority should be given to urban planning, to health, to the relief of poverty?

At present we have no mechanism for making these decisions properly. Nor do we know, for example, where within the complex of social ills that can be

CONTINUED





Write HELIN TACKLE COMPANY 4092 Beaufoit, Detroit, Mich, 48207



CORNS

MOSCO *CORN * REMOVER

Now Possible To Shrink Hemorrhoids Without Surgery

...except in unusually severe or persistent cases

Science has found a substance with the ability, in most cases—to stop burning itch, pain and actually shrink hemorrhoids without surgery except in unusually severe or persistent cases.

In case after case doctors proved, while gently relieving pain and itching, actual reduction (shrinkage) took place.

The answer is Preparation H[®], the only formula that contains Bio-Dyne[®]. Preparation H also soothes irritated tissues and helps prevent further infection. In ointment or suppository form.



Simca 1000 \$1639†



Volkswagen \$1639†



Renault 10 \$1647†



Opel Kadett \$1695†



Ford Cortina C \$1815†



Rambler American 220 \$1839*



Here's the proof that dollar for dollar Rambler American is now the best automobile value in the world.

MAKE	PRICE (lowest-priced mod.)	WEIGHT (in pounds)	LENGTH (in inches)	WIDTH (in inches)	WHEELBASE (in inches)	PASSENGER CAPACITY	STD. POWER & NO. OF CYLINDERS	#OF MODELS
SIMCA 1000 4-dr.	\$1639t	1609	149.5	58.5	87.3	4	52 hp./4 cyl.	3
VOLKSWAGEN 2-dr.	\$16391	1764	160.6	60.6	94.5	4	53 hp./4 cyl.	6
RENAULT 10 4-dr.	\$16471	1775	167.5	60.0	89.0	4	50 hp./4 cyl.	1
OPEL KADETT 2-dr.	\$1695t	1614	161.6	61.9	95.1	4	54 hp./4 cyl.	4
FORD CORTINA Model C 2-dr.	\$1815t	1923	168.0	64.9	98.0	5	65 hp./4 cyl.	5
RAMBLER AMERICAN 220 2-dr.	\$1839*	2669	181.0	70.8	106.0	6	128 hp./6 cyl.	9
ALIANT 100 2-dr.	\$2117*	2780	188.4	71.1	108.0	6	115 hp./6 cyl.	4
FALCON Standard 2-dr.	\$2118*	2638	184.3	73.2	111.0	6	105 hp./6 cyl.	7
CORVAIR 500 2-dr. H. T.	\$2128*	2525	183.3	69.7	108.0	5	95 hp./6 cyl.	5
CHEVY II 100 2-dr.	\$2152*	2765	183.0	71.3	110.0	6	120 hp./6 cyl.	7
DART Standard 2-dr.	\$2187*	2815	195.4	69.7	111.0	6	115 hp./6 cyl.	6

*All prices and price comparisons based on manufacturer's suggested retail price for model named in chart above, federal taxes included. State or local taxes if any, destination charges, optional equipment extra. † Port of Entry, East Coast. Ocean freight, import duty and 7% U.S. excise tax included. State or local taxes if any, optional equipment extra.

Now Rambler American sales are up 140%.

On February 21, we positioned Rambler American in the gap between the "too-little-car" imports and the "too-much-money" U.S. compacts. In the first 40 days, Rambler American sales jumped 140%—more than double the preceding 40 days. Now we can hardly build them fast enough.



constipation?

Then count on Phillips' Milk of Magnesia. You see, there are many kinds of laxatives. As doctors describe them, there are irritant-stimulants like the candy types... there are bulk types... lubricants like mineral oil. But the one laxative doctors recommend most often is—milk of magnesia.

Doctors say it's thorough
—yet gentle. Yes, it's gentle.

And...

PHILLIPS

MAGNESIA

That's one reason why doctors recommend milk of magnesia more often than anything else.

THE INDIVIDUAL

broken down into poor housing, low educational achievement, delinquency and family disruption the first steps should be taken. To say that they are all interrelated is commonplace. Like a diagnostician who must try to prescribe a remedy, we have to know where in the labyrinthine system one can enter if the maximum effective change is to come about. Our knowledge, unlike that of most diagnosticians, is slim.

But it should strike anyone that in a society confronting the kind of problems we have, the existing economic, political or social organization of 50 states is totally inadequate to solve them. What is the rationale for the boundaries of Delaware, Rhode Island, Maryland or New Jersey? (In his 1966 inaugural speech Governor Hughes stated that New Jersey was undergoing an "identity crisis," Well it might.) Under the federal Constitution, such concerns as education, welfare, local services and the like are powers reserved to the states and municipalities. But these are no longer competent entities for performing such services. Their tax bases are inadequate, their administrative structures archaic and inefficient.

Our problems are compounded when we go to a lower-level unit of government. The situation at the local level is chaotic. There is no decentralization but only disarray. The proliferation of government gives rise to serious problems in the coordination of public programs, in reducing public accountability, in making decisions affecting multi-unit areas, and in contributing to the wide disparities between available financial resources and community and human needs. The complexity of the problem can be seen from the fact that in 1962 the San Diego metropolitan area had 11 municipalities, Phoenix 17, Houston 25, Cleveland 75, St. Louis 163, Chicago 246, and the New York metropolitan region some 1,400 local governments-small villages, school districts, each with its own administrative powers.

hese local-government boundaries—historic growths that could at one time adapt to local needs—are no longer meaningful. Clearly what is necessary in the next several years is a comprehensive overhauling and modernization of governmental structures to determine the appropriate size and scope of units that can handle the appropriate tasks.

The group of businessmen who have formed the Committee for

Economic Development recommended, in their report, Modernizing Local Government, that the number of local governments in the United States, now about 80,000, should be reduced by at least 80%. They further recommended that "the 50 state constitutions should be revampedeither by legislative amendment or through constitutional convention concentrating on local government modernization-to provide for boundary revisions, extensions of legal authority, and elimination of needless overlapping layers." It would be absurd to aim at reducing the number of existing states-for historical, traditional, and political reasons. But all sorts of state functions could be "detached" and taken over by multistate or regional "compacts."

Needed: a new way to plan our goals

Clearly there are no easy answers. (Imagine the effort to reduce the number of local political jobs by some form of rationalization.) Even the favorite theme of regionalism would provide no real solution, for the definition of a region is not hard and fast, but varies with different functions: A water region, a transport region. an educational region, and even an economic region have different 'overlays" on the map of the United States. One must first determine what is to be centralized and what is to be decentralized.

Our present system of economic accounting does not allow us to reckon the social costs of change and to decide, rationally, who is to bear the costs. A new plant in an area may create new employment opportunities, yet its byproducts-water pollution and air pollution-may create additional costs to the community. The substitution of natural gas and diesel oil for coal has meant economic gains to certain producers, but also social debits in the distressed Appalachian areas, where the displaced coal miners, because of their age, cannot find employment elsewhere.

What all this adds up to is a need for planning—for priorities, and for the specification of goals. This is not to suggest, particularly in the use of the word "planning," that it would take the form of directives from a government to its people. Rather, what is needed is planning that anticipates change, can facilitate change and can adjust to change, once we have decided what we want, in the same

CONTINUED



1. MOW UP TO 11/4 ACRES AN HOUR

It's simple mathematics. At a 1¼-acrean-hour clip, big lawns are finished in a hurry! Small lawns in a jiffy—even when there are shrubs to trim around. Whatever the size of your lawn, you can polish it off any evening during the week with a John Deere and have every weekend, year round, to do what you really want to do . . . including settin' and rockin'.

2. SET YOUR WEEKENDS FREE

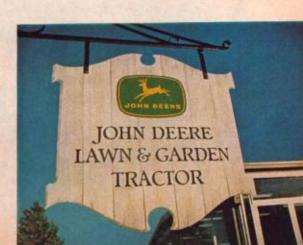
Imagine all the things you'll be able to do on weekends when the John Deere joins your family. Fish, golf, go boating, or just sit around and admire your lawn, now that your grounds are in the greatest shape they've ever been in. Versatile? The John Deere can be everything from mower to leaf vacuum to snow thrower to dozer to sprayer.

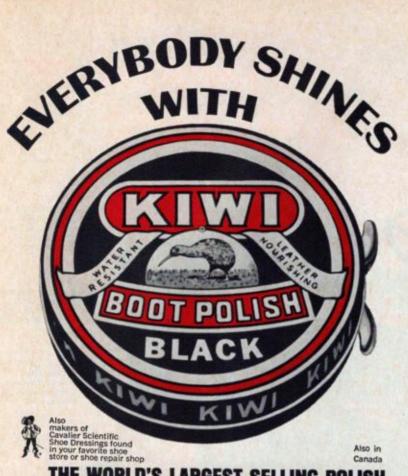
3. SEE YOUR JOHN DEERE DEALER

The first step toward owning a 6-, 8-, or 10-h.p. Weekend Freedom Machine is a visit to your John Deere Lawn and Garden Dealer. Discuss how the John Deere Credit Plan can make financing easy. Arrange an on-your-grounds demonstration. For a free booklet and the name of your nearest dealer, write to John Deere, Box LG, Moline, Ill. 61265.









THE WORLD'S LARGEST SELLING POLISH



DON'T BE

ATE-





Cool, dry feet in two shakes with Dr. Scholl's Foot Powder.

Shake it on your feet. Shake some in your shoes. Soothes hot, tired, tender feet. Absorbs perspiration, helps neutralize foot odors. D. Scholl's Also in spray-on.

EVERYTHING FOR FOOT CARE



THE INDIVIDUAL

sense that a corporation today plans on a five-year, 10-year and even 20-year basis to anticipate changes in markets, in products, in capital needs, and the like.

In the area of public needs and communal services, the case for a stronger national government rests upon a simple propositionthe fact, as Harry V. Jaffa, a political adviser of Barry Goldwater, has put it, that "the problems which face the American people, to an extent unprecedented, are national problems and can be dealt with . only by the common direction and close coordination of the efforts of all Americans."

But in such a vast, broad undertaking, what role can the individual citizen-or even the individual community-hope to play? The question of the size and scope of the social unit-the creation of a "human scale" in a mass society-is the most crucial sociological problem created by the forces which have shaped our time. What, then, are the final considerations of this issue?

n contemporary sociology a debate has been raging that goes to the root of the issues expressed in this series in LIFE and in this article. It is the effort to assess the impact of modern society on the individual. There are, on the one hand, writers who see contemporary society as providing greater opportunity for the individual because of new vistas, greater mobility, and the whole array of new ideas and new cultures. To be modern, writes one sociologist. means to see life as alternatives, preferences and choices. There are, on the other hand, writers who see human beings as more alienated, fragmented between home and job, and isolated than ever before-crowded, harassed, depersonalized.

How does one thread one's way through this confrontation, especially if one believes, as this writer does, that both points of view are correct? The resolution, perhaps, lies in understanding a number of different perspectives.

By opening up more windows onto the world, by making it more accessible in imagination and in practical fact, by creating new skills and higher education, a person can find greater individual fulfillment and autonomy through the choices he makes. But equally, by ripping up old anchorages. by making more severe the psychic and social as well as the economic costs of failure, by emphasizing material success as the criterion of achievement, and by allowing

mass taste to impose itself on culture, a sense of alienation is Increased

There is a second, more direct element, the fact that the social history of the last 150 years has been shaped by two powerful contradictory impulses: the drive to social equality, and the increase in bureaucratization. In politics, in opportunity for advancement, in legal protections, men have sought the goal of equality. But in one's job there has been more specialization, detailed division of labor, greater impersonality and bureaucratic rules. In one's occupation one lives in a controlled, hierarchical, bureaucratic world. In the remaining areas one seeks to express opinions freely-in politics, culture, etc. It is in the tension of these two that a sense of disparity and depersonalization appears.

And finally, there are two considerations which explain perhaps the radical left and the radical right. One is summed up in the catchword "the revolution of rising expectations." As the Eng-lish writer W. G. Runciman has expressed it:

'Although at first sight a paradox, it has become a commonplace that steady poverty is the best guarantee of conservatism: if people have no reason to expect or hope for more than they can achieve, they will be less discontented with what they have, or even grateful simply to be able to hold onto it. But if, on the other hand, they have been led to see as a possible goal the relative prosperity of some more fortunate community . . . they will remain discontented with their lot until they have succeeded in catching up.

The rise of radicalsleft and right

On the other hand, any rapid social change necessarily erodes the position of established groups. especially those attached to traditional ways of life. If what defines the radical left is impatience. what marks the radical right is dispossession.

It is somewhat misleading to seek an economic location for the "dispossessed," for it is not economic interests alone that account for their anxieties. A small businessman may have made considerable amounts of money in the last decade yet strongly resent regulation in Washington, the high income tax and, more to the point, his decline in status.

To the extent that any structur-

CONTINUED





America's Largest Selling 6 Year Old Kentucky Bourbon!



For people who want to add zest to lunch with a cool dessert or appetizing side dish. The unbreakable Thermos® Snak Jar is insulated with miracle urethane to keep treats cool and delicious for hours. To be sure you're getting the genuine article, look for the name "Thermos" on the lid.



Don't leave home without us.



THERMOS DIVISION, KING-SEELEY THERMOS CO., NORWICH, CONN.

THE INDIVIDUAL

al location is possible, one can say that the social group most threatened by the recent social changes in American society is the middle class-the independent physician, farm owner, small-town lawyer, real-estate promoter, home builder, automobile dealer and the like. And what gives fuel to their emotions is the nativist nationalism and fundamentalist outlook which divides the world into good guys and bad guys, which assigns virtues and vices on the basis of such moralism.

Any rapid social change in a society which cannot unite against some outside threat-as in the case of the national unity produced during World War II-is bound to throw up political extremes which seem to polarize the society and break up its consensus. And these are the tensions we confront today.

Periods of social disruption produce what sociologists have called anomie, a society where individuals have no traditions or sure rules of conduct to guide them. Anomie sets in where there is breakdown of communal forms of solidarity, particularly the family, and where there is no effective regulative ethic to restrain excesses of conduct. Individuals no longer feel a sense of belonging. Nothing is sacred; anything goes. Anxieties increase. There is a search for new faiths. The stage is thus set for the charismatic leader, the secular messiah who. by bestowing upon each person the semblance of necessary grace and the fullness of personality, supplies a substitute for the older unifying beliefs that the mass society has destroyed. This has been the common diagnosis to explain the rise of dictators, strong political personalities, or cultist gurus. It is an apprehension that many people have about the United States today.

t is quite true, I believe, that a society achieves liberty and stability when men have rooted attachments to homes and work, and where there is a sense of participation in the society. Throughout modern industrial society there have run the intertwined. contradictory currents of bureaucratization, rationalization, impersonality and efficiency in one channel, and egalitarianism, individualism, hedonism and permissiveness in the other. It is too simple to fault one in favor of the other. Specialization and efficiency are a condition of mass production and a rising standard of

living for all. Bureaucratization. paradoxically, is often a condition of fairness, for without specified rules or contractual arrangements a subordinate or a worker may often be at the mercy of the arbitrary whims and caprice of a supervisor or boss who is exercising his "individualism." Yet the problem of balance remains.

In the next several decades the decisive sociological problem for the emerging communal society will be to work out new social forms which will, in the area of work, relax the authoritarianism of bureaucratic hierarchy and, in the community, maintain and increase the citizen's participation in its affairs.

The paralysis of too many participants

The major problem will be in the creation of such viable communities, for it is there that the political decisions which directly affect our lives are shaped. The problem is twofold: how to achieve some realistic functions for local communal groups in a national society, and how to give the individual a sense of effective participation in the policy.

Now, the saving grace of America has been precisely the variety and number of "secondary groups" between the state and the individual-this is a nation of joiners, exclaimed Tocqueville in amazement-which have provided social attachments for the individual citizen in voluntary associations. In a remarkable book entitled The Moral Basis of a Backward Society, Edward Banfield of Harvard contrasted the situation in a small town in Utah and one in southern Italy. "A single issue of the weekly newspaper published in St. George, Utah (pop: 4,562) reports a variety of publicspirited undertakings. The Red Cross is conducting a membership drive. The Business and Professional Women's Club is raising funds to build an additional dormitory for the local junior college by putting on a circus. . . . The Future Farmers of America . are holding a father-son banquet.

A local church has collected \$1,393.11 in pennies for a children's hospital 350 miles away. The County Farm Bureau is flying one of its members to Washington, 2,000 miles away, to participate in discussions of farm policy. Meetings of the Parent-Teachers Association are being held in schools.

In Montegrano (the name is

CONTINUED



The Sheaffer was made for state occasions. It gives your writing a touch of diplomacy.

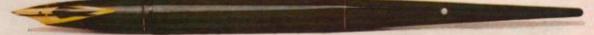
A Sheaffer Desk Set looks the part.
It's tastefully designed. Beautifully put together. In a word, elegant.

And the pens and ballpoints write as well

as they look: cleanly, with precision and beauty.

A Sheaffer Desk Set is an appropriate gift for someone who signs terribly important things.

Like a name like yours.



THE INDIVIDUAL

a pseudonym), a commune of 3,400 poor farmers and laborers in southern Italy, there is no newspaper nor is there one "in any of the 13 other towns lying within view on nearby hilltops... Official notices are posted in the salt and tobacco store, a government monopoly, and on a bulletin board in the town hall... Twenty-five upper-class men constitute a 'circle' and maintain a clubroom where members play cards and chat. Theirs is the only association."

It is the extended network of voluntary associations which has been the source of so much independent initiative, in politics and social life, in the United States. One might argue that with our increasing urbanization such civic consciousness would diminish and that in this decline one could find the source of the disorientation that individuals feel in the large, urban environment. And yet I would argue to the contrary. In American life today there is probably more voluntary association, more local community and suburban newspapers and more participation in a variety of organizations, professional, hobby and civic, than at any previous period in American history.

One of the elements that makes New York almost ungovernable today is precisely that proliferation of groups. Forty years ago, New York City had a single political boss whose power was based on a small number of neighborhood clubhouses, and a business community relatively cohesive and influential in the affairs of the city through some key banks and old families. It is the vast multiplication of organizations in New York-block associations, neighborhood councils. Parent-Teachers Associationseach clamoring for attention to its

problems, which has swamped the mayor's office. The picture of small economic and social oligarchies running the large and small towns of America-true once in Middletown, true still in Dallas. certainly not true in New Haven -is fading. In New York, the directory of social and health agencles published by the Community Council of Greater New York lists some 1,200 organizations (including hospitals, churches, social welfare agencies, as well as neighborhood and voluntary associations) within the city, and if one adds further the large number of church societies, PTA groups, block associations and the like, the number of voluntary groups in New York adds up to a much larger

In a paradoxical way, it is the multiplication of organizations and the increase in participation which often enhances a feeling of ineffectualness. For where there is a boss, or some identifiable source of influence, it is easier to get things done. Where there are hundreds of clamoring groups, each seeking its own projects or protecting some specific interest, the attainment of consensus or direct action is more difficult.

Social choice vs. individual values

It is here that one comes to the nub of the problem of the communal society—the relation between social choice and individual values. Where an individual needs something for himself, he can buy it in the market. But where one has to arrive at joint decisions, how does one amalgamate the discordant preferences of individuals who want different things in order to achieve a social choice?

The answer, quite simply, is bargaining—the bargaining and trade-off of preferences within and between groups. But short of some arbitrary and dictatorial knocking of heads together, what other mechanism is there in a free society which is responsive to the play of conflicting opinions?

The idea of bargaining may seem prosaic when matched against some of the great ideals and utopias of human aspirations. Yet it is this very principle which is the foundation of a continuing civil society. Few countries in world history have escaped violent internal civil and political disorder within the lifetime of any single generation. Few countries have been able to institutionalize the mechanism of a peaceful transfer of political power, where the loser goes off to work as an ordinary citizen, rather than seeking to organize a coup, or being shot. Except for a handful of countries, mostly on the north rim of the Atlantic community, few nations in the world have been able to escape civil war within the last hundred years. Even France, mother country of the civilized style of life, as recently as six years ago was threatened by the spectacle of paratroopers descending onto Paris from the army base in Algeria to seize power. It is the ability to achieve and maintain consensus that represents the triumph of democracy.

In one of the last, moving essays of his life, the German sociologist Max Weber distinguished between two fundamental political orientations: the "ethic of ultimate ends," and the "ethic of responsibility,"

The ethic of ultimate ends is, at best, an ethic of conscience. It is an absolute ethic which insists, unconditionally, that the end is so crucial or justifiable that all means necessary may be taken to achieve it, and that no compromise is possible. This is, for

example, the ethic of Bolshevism.

The ethic of responsibility is the ethic of compromise. It asks not who is morally right and who morally wrong, but given the potential conflict, how can one solve the problem with least damage for all concerned? With its concentration on civil peace, however, the corruption of this ethic is the loss of principle, or opportunism, into which endless compromise can lead.

The political man, if he is to achieve the "calling" of politics, is aware of both risks, and he knows, in his own maturity, that no single formula or answer will suffice. His only guide is a sense of responsibility-a commitment to his own principles, and a sensitivity to those of others. He acts. as Weber says, "by following an ethic of responsibility, and somewhere he reaches the point where he says: 'Here I stand; I can do no other.' That is something genuinely human and moving. And every one of us who is not spiritually dead must realize the possibility of finding himself at some time in that position. Insofar as this is true, an ethic of ultimate ends and an ethic of responsibility are not absolute contrasts but rather supplements which only in unison constitute a genuine man-a man who can have the 'calling for politics.'

In the modern world, politics is inescapable as one of the arbiters of life. But an open society-one which necessarily lives by the give and take of bargaining-can only survive by maintaining the distinction, so firm in Roman law and Western tradition, between the public and private, and sharply defining the scope of each. The political world can only be sustained by voluntary associations which freely provide the underpinnings of a common order; the private sphere is the precious one in which the individual works out his own will and his own destiny.

We must live by the give and take of bargaining



Electric Timex Watches run on their own energy, not yours.

You never have to wind them. So how do they run? a full year. Then you replace it. And you're all set of its kind in the whole world—is convenient, tric Timex* is waterproof*, dustproof*, and uncomplicated, and simply beautiful. \$50.00

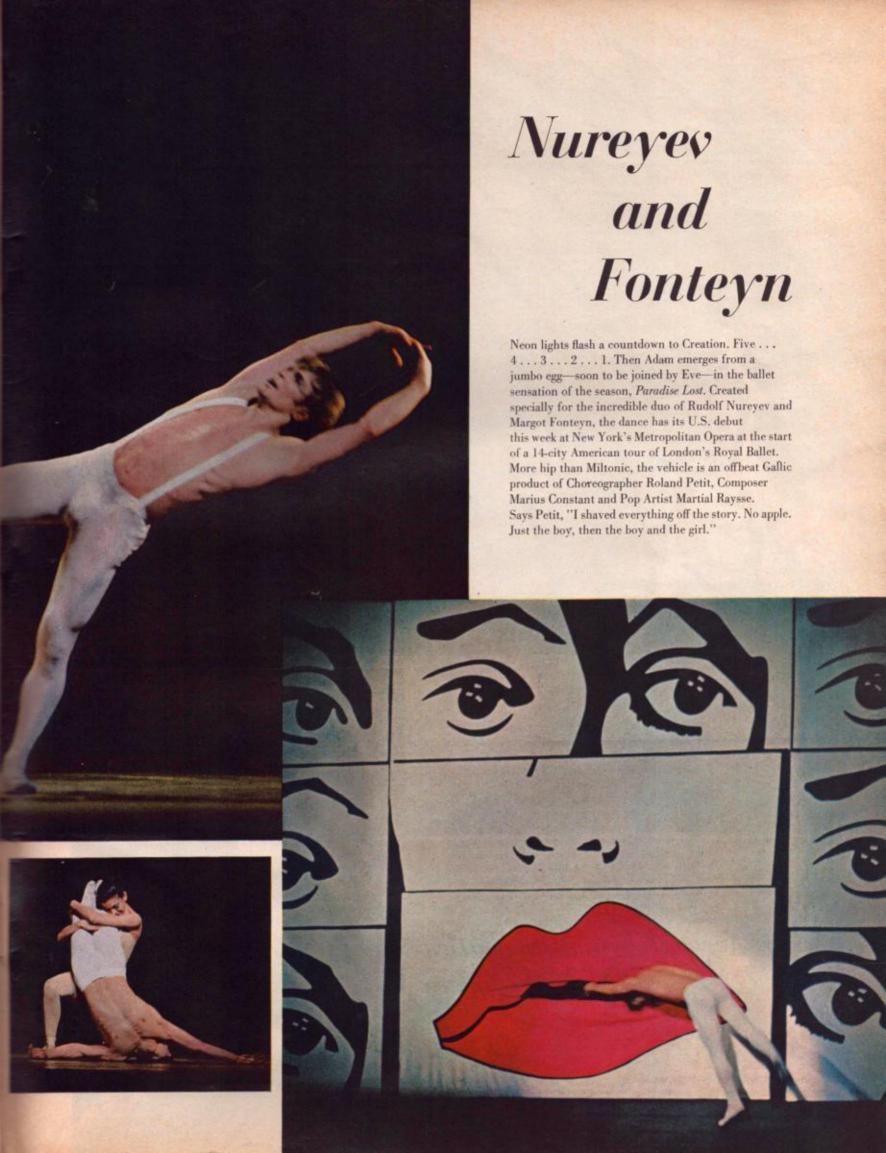




The five positions of classical ballet are too few for Roland Petit. Like the swaying of a human scale (abore), he plays Fonteyn as Eve in a microskirt against Nureyev's Adam in white tights. During their discovery of their sexuality (sequence at right), Eve flies in unconventional lifts and in the final scene holds the dead Adam upside down in a passionate parallel to the Pietà. The most dramatic moment is the Fall itself (far right): in a frenzy, Adam rushes round the stage, then suddenly plunges headfirst through the parted lips of Designer Raysse's pop goddess painted on the backdrop.









In a more romantic ballet, Nureyev, 29, and Dame Margot, 47, play the star-cross'd lovers in Kenneth MacMillan's Romeo and Juliet. The three-act, richly costumed work is a showcase for the kind of acrobatics (above) which Nureyev seems to handle effortlessly. Yet, even more impressively, it reveals the duo's dramatic powers, as vividly shown in the final scene (right) when Romeo mistakenly thinks the drugged Juliet is dead and kills himself. This ballet was the hit of the Royal's last visit to the U.S. two years ago, and a movie version danced by Nureyev and Fonteyn has recently been released.

Acrobatics and dramatics as star-cross'd lovers





Background photographed in Puerto Rico - where the world's best climate makes the world's best rum.

How to make 12 perfect Daiquiris in 30 seconds flat with dry, light
Puerto Rican rum

Daiquiris make a great party drink. They're light and dry. And you can make them by the pitcherful -in seconds. All you need: dry, light rum from Puerto Rico and Frozen Fresh Daiquiri Mix. The Puerto Rican rum gives your Daiquiri extra dryness because it's distilled at high proof.

The Daiquiri Mix is for speed. It saves squeezing

the limes-yet its pure lime juice heightens the true Daiquiri flavor.

Just follow the mixing directions on the can of Daiquiri Mix.

FREE: 20-page color booklet with 31 rum recipes. Write today to: Recipe Booklet, Rums of Puerto Rico, 666 Fifth Avenue, N.Y., N.Y. 10019



Puerto Rican Rum Frozen Dalquiri Mix

Party Daiquirls

Zippo solves 7 gift problems you haven't even thought of yet.



If any Zippo lighter ever fails to work, we'll fix it free.

A Stormy Idol Catching Up to His Legend

by CLIVE BARNES

The red-velvet curtains part discreetly, and the star—lean and hungry look complete—reaches his Covent Garden public. The performance is over, but the performance has really only begun. In his carefully choreographed curtain calls, the instinctive arrogance blended with natural charm, the little-boy-lost merging with the Tatar chief, in this moment of communication between himself and his audience, Nureyev satisfyingly becomes his own legend.

He stands there like a matador if only a ballet had ears he would be given them by his adoring public. He has not merely danced a ballet, he seems to have fulfilled some psychic need of his audience, and this is the moment they all share, Rudolf Nureyevin dance, at least-is public idol No. 1. And his charms, his charisma, go beyond the dance world. For many people who are not really interested in ballet, Nureyev is a symbol of the dance, a recognizable and acceptable link between themselves and an art they would normally have disregarded.

There are certain artists who somehow become a symbol of their own world-Charlie Chaplin, Picasso, for example-and these people excite a public curiosity that goes way beyond that usually accorded someone in the arts. What is the secret of Nureyev's appeal? He is a great male dancer, yes, but to find an even greater dancer you have to look no farther than across the Lincoln Center plaza to the New York State Theater. There, Nureyev's friend and rival Erik Bruhn, the greatest male dancer of all, is dancing with the American Ballet Theatre, And indeed there are many other great male dancers, but greatness in itself is not enough for public legends to feed upon. For this you need some kind of extrasensory link with the mass audience and, at some stage in your career, a booster-jet injection of extraneous notoriety.

For Nureyev it was simply his leap through the Iron Curtain—a leap he took in Paris in June, 1961. Of course, he could have been a nine-day wonder. Only a few years earlier, two Soviettrained Hungarian dancers had slipped under the Curtain, to be first feted and then forgotten. But

Nureyev was different. Before his escape he had been the talking point of the first Western season the Kirov Ballet of Leningrad had given in Paris. He had the kind of stardom that notoriety might enhance but could never create.

For a time he stayed in Paris, but it was in London that he found himself. He went there on Nov. 2, 1961, for one performance at a charity gala arranged by Margot Fonteyn. Their paths, once crossed, became entangled, Nureyev re-turned to partner Fonteyn in the Royal Ballet's Giselle on Feb. 21, 1962, and at the end of the performance he knelt down on one knee in a gesture of homage, took her hand and kissed it. It was a gesture he has never, to my knowledge, repeated, and it gave birth to one of the great partnerships in ballet history.

Nureyev has never been an easy man to work with, Legends with temperament probably rarely are. Once at a Royal gala he was dancing a solo specially made for him. His shoes troubled him, so he kicked them off and finished barefoot. Probably no other dancer would have done quite that.

He has been known to be horrid to conductors, glaring at them malevolently during curtain calls; and his frankness regarding other dancers, and not merely behind their backs, is occasionally less than endearing. But the Nureyev legend is also self-supporting and self-expanding, as indeed all good legends must be.

In 1965 two prominent magazine stories contained colored accounts of a fracas at a party in Spoleto. In one version Nureyev "threw his wine glass against the wall," in the other he "smashed his whisky glass on the floor," Nureyev himself is vague about the incident, but a friend of mine who was there says: "Rudi happened to drop his glass." The point, of course, is that a legend can never be permitted merely to drop glasses.

Through all the vagaries of his temperament runs the steel back-bone of his professional discipline. No one in dance works harder. He has genius but he also has enough common sense to know that he cannot trade on it. He rehearses hours each day, he will argue over

Bless
its pointed
little head.

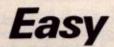
The point of our pointed head is simply this: It lets you put
the glue where you want to glue. You'll find one on top of
every bottle of Elmer's Glue-All. America's favorite glue for
wood, pottery, paper, and all porous materials.

Write for "Let's Hawe Fun"—a booklet of fun things to do with glue. It's free, Just and a selfaddressed, stamped envelope to: ELMER, 350 Madison Avenue, New York, New York 10017.



Easy laundry, with a heart guaranteed until 1977!

The hardest working, most expensive part of any home laundry is the automatic washer transmission. It actually does the wash! Easy's washer transmission is unbelievably strong. So strong, that only Easy guarantees every part of its transmission for 10 long years of use! The Easy clothes dryer is a toughie, too. So if you want the strongest written guarantee ever offered . . . plus life-bright porcelain finish . . . plus every laundering cycle you can use . . . the answer is Easy!



Golden Guaranteed Appliances

PRODUCTS OF HUPP CORPORATION: GIBSON AND EASY APPLIANCES, GREENVILLE, MICHIGAN

Challenging him, others jump that little bit higher dancers respond

NUREYEV CONTINUED

lighting cues, he will dance when both feet are strapped up and his doctors are advising caution.

In his early months in London he was the wonder boy, the divine darling. Then he conquered New York just as easily. But there was opposition to him. Audiences occasionally found him flashy. Ballets that had been carefully preserved in Britain for decades were cheerfully changed by Nureyevwho had been brought up in Russia to have no particular regard for traditional choreography. In Giselle, for example, Nureyev interpolates into the last act a series of crisp, brilliantly executed entrechats (those straight-up and spectacular leg-beats) which diverge from the original choreography and, more important, detract from the drama. But for Nureyev they invariably win a round of applause. With his fantastic talent, Nureyev has become a significant force in Western ballet, not merely because he makes

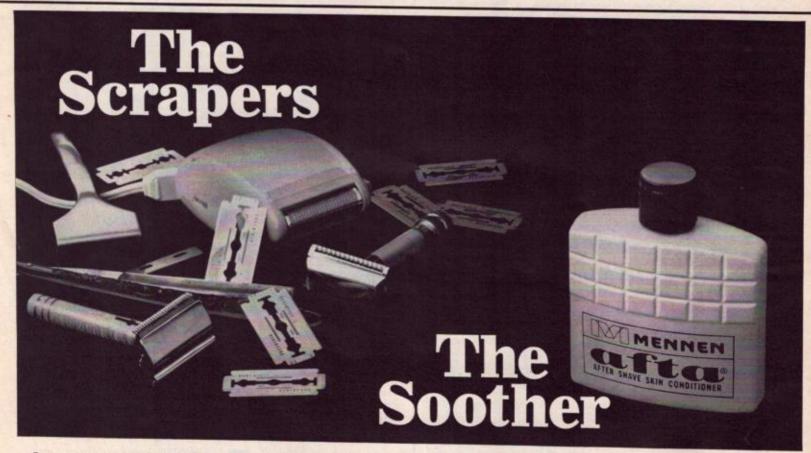
teen-agers and matrons alike gasp at the sheer wonder of him all, but because he has had a serious influence upon our present dance.

Dance historians will have no difficulty in pinpointing the date when Nureyev became transformed from ballet's boy-genius to ballet's man of destiny. It was on Nov. 27, 1963, the day of the first performance at the Royal Opera House, Covent Garden, of the Kingdom of the Shades scene from the Russian ballet La Bayadère, The traditional choreography was by the 19th Century choreographer Ma-rius Petipa. But this revival had been directed by Nurvey. It was his first real directorial assignment, and he not only provided the Royal Ballet with the right choreography this an adroit and lucky hack could have done-but also with the right style. He made those English kids dance like Russians.

Immediately before that first night Nureyev had said: "I feel like a conductor in front of an orchestra. It's a great thrill to see dancers respond to you." It was a thrill that was to change his life. Nureyev has never been one to make clear his ambitions. He does things rather than talk about them. and if you question him about his aims, he usually smiles and looks as vague as a secretive wolf. But from La Bayadère on, it was clear that Nureyev was no longer just a dancer; he had become also a director and choreographer. He produced (usually with certain variations) the classics he had known in Russia. He went to Vienna in 1965 and mounted the full-length Swan Lake, conceiving the hero, Prince Siegfried, not as the conventional medieval Romantic but as a 20th-Century loser, a man dispossessed by his environment. Last year, with the theme of Tancredi. he tried his hand at a complete psychological ballet. In both ballets, he was unable to provide his remarkable intellectual images of a dispossessed man with the lifeblood of imaginative choreography, but they were attempts at innovation.

Already Nureyev's impact on Western ballet has been considerable. He has a knowledge of the style, manner and matter of Soviet ballet unique in the West, and as a result he has become a bridge between two artistic worlds. He also has provided a new element of competition in the West, a new incentive to dancers to jump that little bit higher.

His mind has always been totally open and he apparently absorbs like a sponge. He had not been in the West for more than a month before he was dressing at the peak of mod fashion-a small point, but it illuminatingly shows his chameleon powers of adaptation. This quality of adaptation has been critical to his artistic growth. His willingness to dance in modern works shows that he has gone a long way since he solemnly informed me in 1962 that "I am a Romantic dancer." Yes, Romantic, and many things more. At present, although he dances with other ballerinas, his destiny appears to be linked with Margot Fonteyn, But this partnership is inevitably drawing to a close, and the future for Nureyev, as director, choreographer or dancer, is open. With his surprising mixture of brilliance, sense and sensibility, he has it within him to create dance history.

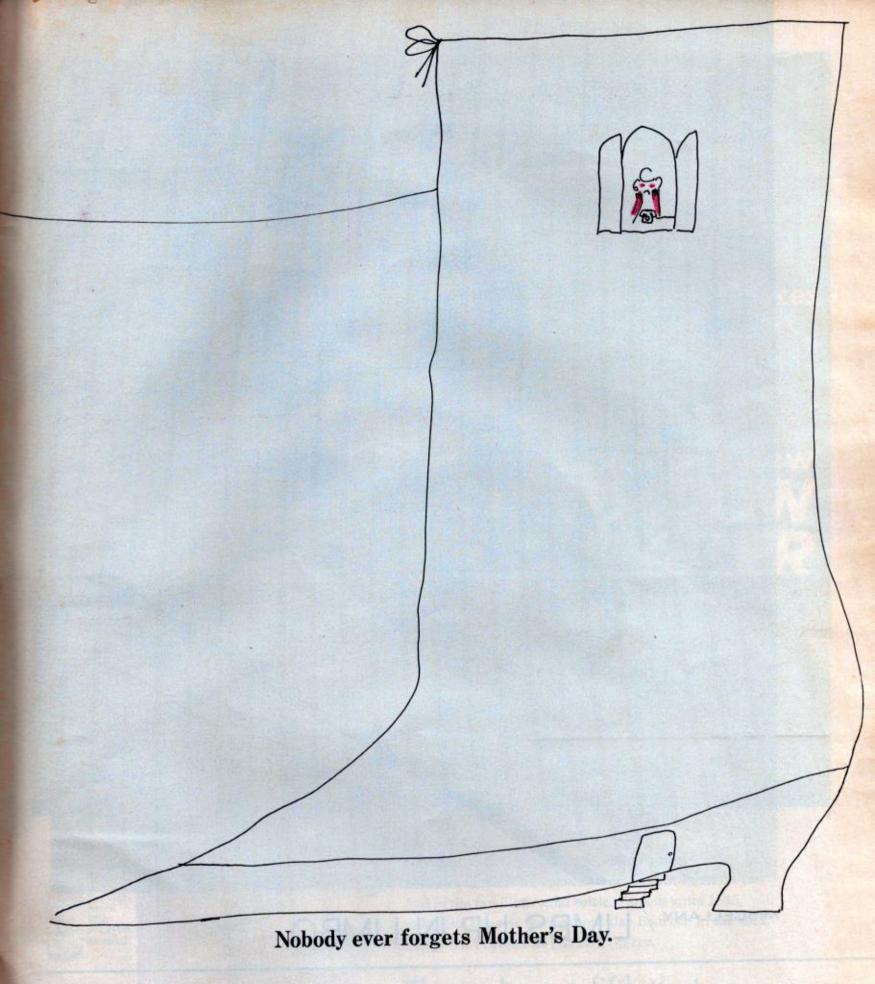


Every razor removes more than just your beard. Because no matter how carefully you shave, or how good the razor is, it scrapes away skin and natural oils that keep your face comfortable. Then you splash on an after shave that

dries your face even more. So every time you shave you make your face dry, irritated, and sore. It's time you met the after shave that soothes, protects, and helps heal. It's time you met the soother.

Mennen Afta...replaces oils shaving scrapes away.

What other after shave can make that statement?



This message is for mothers only.

If Mother's Day comes and goes, and you don't get that Long Distance call you're waiting for, this could be the reason:

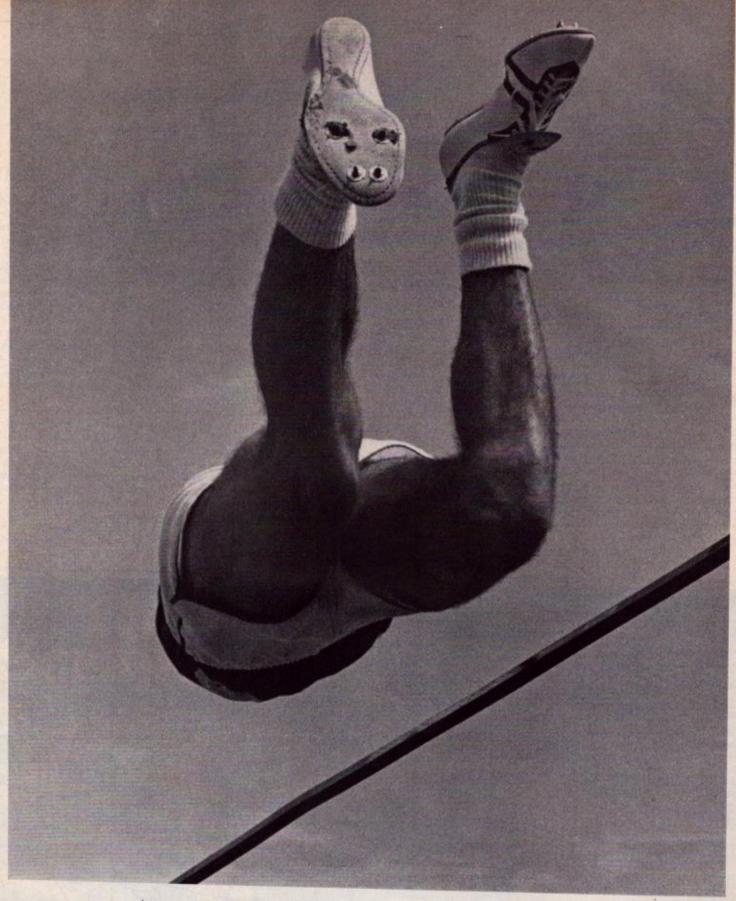
Mother's Day is the second busiest day of the year for Long Distance calling. As on Christmas, our circuits are just plain overloaded. Even so, twice as many interstate Long Distance calls go through as on any ordinary Sunday.

We put in extra circuits to help carry calls to Mother. Our operators, across the country (many of them also mothers), are at work carrying as much of the giant Mother's Day load as possible.

But sometimes the call you expect doesn't get through to you. And maybe it's dialed again, and still doesn't get through.

And if it's your call, we apologize. Some of our mothers know just how you feel.





MISCELLANY / LIMBS UP IN LIMBO

From Florida comes the first unidentified flying object report of the spring. This one was sighted at a stadium in Clermont, near Gainesville, and the photograph you see was taken by a ground observer. Witnesses said the UFO hovered briefly over some kind of elongated rod, then plunged quickly downward. Its shape was unlike any UFO reported previously—blunt at one end, with

two prongs tilting outward from the other end. Witnesses also said that they noticed no lights nor any glow effect, as reported in earlier UFO sightings. The local weather bureau said there were no unusual cloud formations on that day, and nearby Air Force installations reported that no experimental craft were being tested. Everybody agreed that it definitely was not swamp gas.



WHAT GIVES TAREYTON THE TASTE WORTH FIGHTING FOR?



The charcoal tip.
It actually improves the taste of Tareyton's fine tobacco. So join the Unswitchables.
Smoke Tareyton.

